



HCAS Marketing Intern Fall 2020 Job Description

Title: Marketing Intern

Organization: Houston Cinema Arts Society

Location: 4200 Montrose Blvd, Suite #110

Website: cinemahtx.org

Reports to: Marketing and Communications Manager

Contact: Michael Robinson | [michael @ cinemahtx.org](mailto:michael@cinemahtx.org)

Part Time Position

Job Description:

Houston Cinema Arts Society seeks an organized and creative Marketing Intern to manage and strategize external communication for fall festival programming. The intern will help plan, create, and execute social media postings on instagram, facebook, and twitter alongside weekly emails to subscribers. Additionally, the intern will help with researching and contacting potential outreach partners for each program. This will culminate in our annual fall festival, November 12th through 16th.

The ideal candidate will be independent, self-managing, and organized, with moderate to high level experience with Facebook, Instagram, and Twitter alongside basic understanding of Adobe Photoshop and/or Adobe InDesign. The candidate should also be passionate about film, exhibition, and strive to produce high quality work. The candidate should be equally comfortable in both taking initiative and taking direction.

Responsibilities:

- Manage organization's Facebook, Twitter, and Instagram accounts
- Construct weekly emails to subscribers under direction of the Marketing Manager
- Research possible outreach partners for programs
- Bring attention to private messages to the organization's social media account
- Strategize new ways to increase engagements across platforms
- Document social media strategy for further implementation after the intern tenure
- Help organize asset collection and Dropbox for upcoming programs
- Research film related news to share and trends that the society should follow
- Review HCAS website and suggest changes
- Research potential outreach partners for festival programs

Qualifications:

- Current undergrad in film, communications, or related field
- Proficiency in Adobe Photoshop and/or InDesign
- Experience in a non-profit or video production environment a plus



- Excellent organizational and administrative skills
- Must be at least 18 years of age
- Excellent self-management and problem solving skills
- Excellent communication skills

Timeline:

This position has a flexible schedule with a recommended 20-25 hours a week. Currently this position is completely remote but there may be in person needs closer to the festival. The position starts towards the end of August/beginning of September and ends at the beginning of December. This position can be extended through the Spring. Most work will be done between 9am to 5pm Mondays through Fridays with exceptions for events. During the festival run (November 12th through 16th), the intern will be expected to work the entirety of those days.

About Houston Cinema Arts Society:

Houston Cinema Arts Society (HCAS) is a 501 (c) (3) nonprofit organization dedicated to presenting innovative films, media installations, and performances that celebrate the artistic process and enrich Houston's culture and urban vitality. Created in 2008 with the support of former Houston Mayor Bill White and philanthropist Franci Neely, it organizes and hosts the annual Houston Cinema Arts Festival, a groundbreaking and innovative festival featuring films and new media by and about artists in the visual, performing, and literary arts. The Festival celebrates the diversity of the arts in Houston and elevates the city's film and arts scene.