



HCAS Marketing Intern Summer 2021 Job Description

Title: Marketing Intern

Organization: Houston Cinema Arts Society

Location: Remote with option to work at 4200 Montrose Blvd, Suite #110

Website: cinemahtx.org

Reports to: Associate Creative Director

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 summer programming. The intern will help plan, create, and execute social media postings on instagram, facebook, and twitter alongside weekly emails to subscribers under the supervision of the Associate Creative Director. Additionally, the intern will help with researching and contacting potential outreach partners for each program.

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, and capacity to support any graphic design needs for promotional materials a plus. The candidate should also be passionate about film, exhibition, the broadening of opportunities for filmmakers and artists, and strive to produce high quality work. The candidate should also be equally comfortable in both taking initiative and taking direction.

Responsibilities:

- Manage organization's Facebook, Twitter, and Instagram accounts under supervision of Associate Creative Director
- Support Associate Creative Director in creation of weekly newsletter, including building it out
- Support outreach efforts with various research
- Strategize new ways to increase engagements across platforms
- Document social media strategy for further implementation after the intern's 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 2nd Annual Borders | No Borders Regional Short Film Competition



Qualifications:

- Current undergraduate student in film, communications, or related field
- Proficiency in Adobe Photoshop and/or InDesign
- Experience in a non-profit and/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. This position will be remote with the option to come into the office. The end date is flexible, with an estimated end date of mid August. Most work will be done between 9am to 5pm Mondays through Fridays with exceptions for events.

Equal Opportunity Employer:

Houston Cinema Arts Society (HCAS) provides equal opportunity for all qualified applicants and employees, without regard to race, color, religion, sex, national origin, age, disability, veteran status, gender identity, political preference, sexual orientation, marital status, citizenship, or other status protected by law or regulation.

HCAS prohibits discrimination in any aspect of employment, including hiring, promotion, demotion, transfer, layoff or termination, rates of pay, or selection for training.

How to Apply:

Please email your resume and cover letter to Associate Creative Director, Michael Robinson, at michael @ cinemahtx.org with the subject line "Marketing Intern Application". Applications will be reviewed on a rolling basis through April 19th.

About Houston Cinema Arts Society:

Houston Cinema Arts Society (HCAS) has put the nation's fourth largest city on the map among film industry professionals, artists, and film aficionados as a premier showcase for the moving image. The organization celebrates and illuminates the vitality of America's most diverse city with film, mixed media, performance and installation focused exhibition programming as well educational and film industry field building programming. HCAS launched its inaugural five-day Film Festival in 2009. In addition to its now-annual Houston Cinema Arts Festival (HCAF), held



in November, HCAS presents a variety of initiatives and programs, including a growing schedule of year-round screenings, events, educational and field building programming.

Recent initiatives include presenting the Sundance Satellite programming in association with the 2021 Sundance Film Festival, Black Media Story Summit-Texas in partnership with Black Public Media and the Austin Film Society, CineSpace, a short film competition in collaboration with NASA, and Borders | No Borders, a short film competition for residents of Texas, bordering states, and Mexico.