

Organization: Heartland Film

Position: Marketing Internship, part-time

Timeframe: June 5, 2024 – October 31, 2024

Application Deadline: February 18, 2024

Background:

Founded in 1991, Heartland Film is a non-profit arts organization that hosts two world-class international film festivals. Heartland Film is proud to showcase the work of independent filmmakers at the Indy Shorts (July 23–28), Heartland International Film Festival (October 10–20), advance screenings and other community-focused events. Located in a new headquarters on the Ft. Benjamin Harrison Campus in Lawrence Township, Heartland Film works with theaters throughout the Indianapolis area to reach more than 30,000 patrons annually.

Heartland Film is seeking a Marketing Intern to help with daily marketing needs leading into their two film festivals. This position covers a wide range of tasks from prepping social media graphics to researching media outlets. This position requires weekly in-person meetings and the ability to work nights and weekends during the festivals.

Time Commitment:

- 12 – 15 hours a week
- 1 –2 days in-person
- Times will fluctuate during the festival seasons:
 - Indy Shorts International Film Festival (July 23-28, 2024)
 - Heartland International Film Festival (October 10-20, 2024)

Benefits:

- Flexible Work Hours
- \$500 Stipend

Projects Include:

Social Media

- Create graphics using Canva templates for social media
- Help put together and deliver social media influencer swag bags

- Brainstorm ideas for social media promotions

Community Outreach

- Make and place promotional yard signs with volunteers
- Pass out guidebooks and posters to local businesses
- Attend promotional community events

General Marketing

- Organize film information in Excel Sheets for media and press releases
- Research media outlets
- Add film lineups to Letterboxd
- Review festival and organization websites
- Add festival photos to organization website
- Copy editing newsletters, guidebook and other marketing materials

On-Site Festival Help

- Take photos and videos to post at events
- Help with setting up event signage
- Assist filmmakers, staff and attendees during events

Required Knowledge, Skills and Abilities:

- Basic knowledge of Excel
- Basic knowledge of Canva
- Can work independently to complete tasks timely
- Demonstrates excellent customer service and interpersonal skills
- Background in marketing or communications
- Demonstrates solid organizational skills
- Communicates clearly and effectively
- Exhibits ability to think creatively and analytically
- Possesses strong problem-solving skills
- Can attend night and evening events
- Willing to work on a wide variety of projects
- Must have access to their own laptop

Applications: Submit your resume and cover letter [here by February 20, 2024.](#)