



Internship Opportunity

PR & Marketing Assistant

3/4 days per week, January – early April 2012

Unpaid (within National Minimum Wage Regulations)

“Britain's most exciting and innovative film festival” – Lonely Planet

Flatpack Festival takes over venues all over Birmingham every March, with an eclectic lineup of screenings, events and installations celebrating the more colourful fringes of film. There is a strong emphasis on creating a sense of occasion by using a range of spaces and a mixture of cinema and live elements, and we aim to make connections between exciting new work and the pioneers of the past. The festival was established in 2006, and since then audiences have grown year on year. Dates for the sixth festival are 14-18 March 2012.

We are delighted to offer this exciting opportunity for someone who is looking to forge a career in the arts. As Marketing Assistant, you will be the first point of contact for local and regional press and work closely with the Festival Director and Coordinator to execute Flatpack's marketing strategy and online presence. Based at the Custard Factory office in Birmingham, you will be at the very heart of a small core team.

Responsibilities Include;

- Liaising with regional press and marketing partners
- Writing and distributing press releases
- PR support
- Maintaining the website and blog with news, features and interviews
- Managing the festival's online and social media presence
- Co-ordinating print distribution

Essential Skills

The successful candidate must;

- Have a passion for the festival, its programme and ethos
- Have an understanding of the festival's audience and how to communicate with them
- Be self-motivated with excellent organisational skills and able to work under pressure
- Have excellent interpersonal skills and confidence in dealing with the public, volunteers, press and artists alike



- Be a great communicator- spoken and written
- Be web-literate and proficient in using social media platforms
- Have experience of arts marketing, press or PR

Desirable

- Experience of festivals or event co-ordination
- HTML-literate
- Experience in graphic design or photo-editing

How do I apply?

Please provide a covering letter outlining your suitability for the job as well as a CV no later than **Friday 13th January**. Interviews will be held w/c 16th January.

Please apply in writing or email to:

Selina Hewlett
Flatpack Festival
Unit 118 Scott House
The Custard Factory
Gibb Street
Birmingham
B9 4AA

Email: selina@7inch.org.uk

Tel: 0121 771 1509

For more information see:

<http://www.flatpackfestival.org.uk>