



San Francisco Black Film Festival

1755 O'Farrell St. Suite 309

San Francisco, CA 94115

SFBFF Brand Ambassador

Looking for someone with integrity to learn and/or assist with public relations and marketing opportunities for the San Francisco Black Film Festival (SFBFF). The individual must know that all campaigns must be based on truth. Hype without true substance is a public relations nightmare; so integrity is the cornerstone of values for this position: true to self, true to SFBFF and true to the audience. "Say What You Do and Do What You Say" is the cornerstone of sold PR/Promotional Work.

This position will give you a wealth of experience that will open doors for you in the marketing and public affairs arena. Work will be mostly via phone and Internet, with limited face time meetings. You'll also be able to use your learning experience at screenings and special events.

Whether a College Student, Retiree or someone reinventing yourself, if you are flexible and can deliver in a timely manner, you'll take this opportunity to where you want to go.

Responsibilities as needed to include:

Provide SFBFF with editing and writing assistance for media efforts reviewing Op-Eds, press releases, online pressrooms and various media content.

Help develop communications strategies

Prepare focused media lists targeting journalists covering entertainment and prime policy issues that may come up due to social justice themes of films.

Support SFBFF to develop effectual on-line pressrooms as well as positioning staff, sponsors and volunteers, as the "go-to" experts for media for various subjects about the San Francisco Black Film Festival. The Executive Director should not be the only spokesperson. The festival will train its filmmakers, staff, sponsors and volunteers and you will help.

Write copy and develop content for different websites as well as social media channels.

Manage continuing editorial calendar for principal websites.

Manage constant supervising, reporting and responding to management of social media channels.

Develop and pull analytics data in relations to prime websites as well as social media

channels.

Support development and research marketing along with online media campaigns.

The position will be paid a stipend, if fundraising garners financial support otherwise the experience will serve as payment. Stipends will be determined on a project-by-project basis.

Be the BFF in SFBFF!

Submit resume to Jackie Wright, longtime publicist for the San Francisco Black Film Festival, jackiewright@wrightnow.biz. Subject Line: SFBFF Brand Ambassador.