

Virginia Film Festival

Internship Program for University of Virginia Students



The Virginia Film Festival Internship Program gives current, full-time University of Virginia undergraduate students hands-on experience in all aspects of planning and implementing a premier regional festival. The VFF Internships are focused on the development and training of future talent to advance leadership in the arts, film, non-profit, and entertainment fields. VFF Interns will gain unique experience in all aspects of planning for and implementation of one of the largest and most significant cultural events in the mid-Atlantic region through intensive training and project-based work.

Fall 2018 Internships are available in the following key areas:

- Arts Administration
- Fundraising
- Production & Guest Services
- Publicity & Marketing
- UVA Student Engagement
- Youth Education Programs

Requirements and Structure

The VFF Internship program requires 10-15 hours per week from late-August to mid-December in support of the preparation, execution, and wrap-up of the 2018 Virginia Film Festival. Interns must be available to work at the Festival office a minimum of 10 hours per week during regular business hours (Monday-Friday between 9:00 AM – 5:00 PM). Specific office hours will be scheduled and circulated in August. Attendance is required at all weekly staff meetings, to be held Wednesday mornings at 9:00 AM in the VFF's office.

Special Note: The Virginia Film Festival will be November 1-4, 2018. The weeks preceding the Festival are exciting and demanding. Interns are asked to clear personal schedules as much as possible from October 22 – November 9 for additional hours and unplanned work during these weeks. Interns are expected to be “on-call” the entire 4 days of the Festival. It is not expected that interns miss regularly scheduled classes but to practice good judgement in time management with academics and other professional responsibilities. Advanced planning for these dates is needed in accepting the internship position. The VFF team will work with interns to request any required approval to work 20+ hours per week during this time.

Networking and Mentorship

The VFF Internship program offers students learning and mentorship from professionals in the field. Interns will be supported weekly with supervision by the VFF leadership: <http://virginiafilmfestival.org/whoweare/>. Interns will also receive personalized support to help them connect and network with peers, UVA Alumni, VFF industry guests, VFF Advisory Board members, former VFF interns, and local and national leaders in the arts, entertainment, and film industries. There will be opportunities during the Festival for direct networking with VFF Advisory Board members and industry professionals.

Payment

The VFF Internships pay \$10/hour. Returning interns may be eligible for a higher rate.

Application and Recruiting Timeline

We are now accepting applications for the Fall 2018 Internship program. Qualified candidates will possess excellent verbal and written communication skills, and the ability to organize and execute tasks in a fast-paced environment. Applicants must be detail-oriented, self-motivated, flexible, and be able to work in a team situation.

Applications for 2018 VFF Internships are due to Erica Barnes at eb4va@virginia.edu by **Friday, April 27**. You may apply for more than one internship position, and “2018 VFF Internship Application [Last Name]” should be your email subject. Please provide:

- Resume
- Cover letter detailing your position(s) of interest from the six key areas and reason for your selection(s)
- Supplemental materials – please submit three of the following six choices with your application:
 - 1- Visit the VFF’s Archives page (<http://virginiafilmfestival.org/archives/>) and read a variety of individual film descriptions from past years. Get a sense of the preferred length, tone, style, and purpose of our descriptive film blurbs, and draft your own blurb for the following: A 50th anniversary screening of *2001: A Space Odyssey*, presented in partnership with the Library of Congress. Also suggest what you think would be a successful screening slot and venue for such an event, and explain your reasoning.
 - 2- Choose one film from the 2017 VFF program and write three social media posts announcing this event (one for Twitter, one for Facebook, and one for Instagram) to promote the screening. Find a list of our 2017 films here: <http://virginiafilmfestival.org/festival-year/2017/>. Be creative in your film selection! We like to see innovative ways to promote our lesser-known films.
 - 3- Choose one film* from the 2017 VFF program and identify three local businesses, non-profits, or community organizations as well as three UVA departments, programs, or student groups (we are looking for 6 groups total) that you could target to promote this film. Tell us briefly why you chose each group. *Note: this film should be a different film than your answer for #2 should you choose to answer both #2 and #3.
 - 4- Write a press release to announce this fictitious scenario: The Virginia Film Festival has announced Laura Dern as a special guest, coming to the VFF for a 25th anniversary screening of *Jurassic Park* at The Paramount Theater on Saturday, November 3 at 7:00 PM. She will give a brief introduction to the film then be interviewed at its conclusion by noted film critic Leonard Maltin. The release should include a quote from VFF Director Jody Kielbasa, a brief synopsis of the film, and a short biographical paragraph on Dern and her career.
 - 5- The Festival plans to screen a sidebar series of films focused on immigration in the US and global migration. You need to raise \$2,500 to bring in a renowned documentary filmmaker to lead discussions around these films. What three companies, organizations, or foundations would you solicit to help underwrite these costs, and why? Please provide two local examples and one national example.
 - 6- The Festival receives a gift of \$1,000 from a local community member who has been attending the Festival for many years but has never made a donation. Write a short (2-3 paragraphs, 2-4 sentences per paragraph, no more than one page) acknowledgement letter thanking them for their contribution. Be sure to highlight why their philanthropic support is important.

For **returning interns**, a letter of interest and updated resume can be submitted in lieu of a formal application. The letter of interest should include reflective comments on your experience and growth during and since your VFF position, what specific positions you would like to be considered for now, and why you feel you are uniquely qualified to serve in this position.

2018 Position Descriptions

Arts Administration (1) This position will report directly to the Business Manager and assist with varying festival departments. Qualified candidates will be detail-oriented, highly organized, and have a strong interest in the field of Arts Administration.

Duties include but are not limited to:

- Support the coordination of VFF merchandise, venue directional, and promotional signage, as well as the set-up of the Festival Headquarters through research, getting price quotes, organizing inventory, delivery, and tracking.
- Support the administrative needs of the VFF office, including research and maintain structures that help support the office organization; draft letters for internal and external communications; organize detailed contact lists and spreadsheets; oversee tracking and fulfilling of Festival Badges, Ticket Requests, and Giveaways; and assist Festival leadership as needed.
- Help organize archival materials for current and legacy years.
- Provide coordination support for Launch Party, Volunteer Training & Kick-off, and other special events.
- Assist with the planning and implementation of Community Outreach initiatives, including research and support efforts to create more opportunities for meaningful engagement within the University and Charlottesville/Albemarle area, cultivate relationships with key stakeholders and partners, and assist in planning and coordinating community events and meetings.

Fundraising (2) These two positions will report directly to the Assistant Director of University Arts Development. Qualified candidates will possess excellent verbal and written communication skills, the ability to organize and execute tasks pertaining to the development agenda, experience with data systems and Excel, and strong customer service skills.

Individual Donor Intern duties include but are not limited to:

- Draft donor solicitations, correspondence, and gift acknowledgments.
- Track and maintain accurate records of all individual donors in MS Excel and Advance (UVA donor database system).
- Work in Advance to update donor profiles and conduct prospect research.
- Assist in the fulfillment of all individual donor benefits.
- Prepare and proof donor rolls for print, web, and on-screen acknowledgments.
- Act as a personal concierge for high-level donors.

Corporate Sponsorship Intern duties include but are not limited to:

- Draft sponsorship agreements, correspondence, and invoices.
- Track and maintain a record of all corporate, media, and in-kind sponsors and their associated sponsorship benefits in an MS Access database.
- Assist in the fulfillment of all corporate sponsor benefits.
- Prepare and proof print, web, and on-screen logo/name acknowledgments.
- Act as a personal concierge for high-level corporate, media, and in-kind sponsors.

- Liaise with and act as a personal concierge for VFF board members planning to attend the Festival.

Both intern duties include but are not limited to:

- Professionally interact and communicate with sponsors and donors.
- Assist with general administrative tasks such as the coordination of gift acknowledgements, annual fund solicitations, event planning, and gift tracking and reporting.
- Liaise between the Assistant Director of University Arts Development and VFF Director and Managing Director in fundraising matters.
- Help manage communications plans, event invitations, and RSVP tracking for donor-centric events leading up to and during the Festival.

Production & Guest Services (2) These two positions will report to the Operations Manager. A strong interest in and connection to the fields of arts administration and film exhibition is necessary for an applicant for this position.

Production Intern duties include but are not limited to:

- **This is NOT a film production/producing position.**
- Support the coordination of all film trafficking, venue logistics, and screening presentation.
- Maintain a comprehensive database of accepted film and screening information.
- Maintain inventory of screeners and film exhibition copies in office.
- Acquire, organize, and maintain records for press kits and publicity materials for accepted films.
- Assist in drafting of operational/technical scripts for venues and house managers.
- Assist in managing and tracking the shipping and print traffic of film copies in the weeks leading up to, days of, and week after the Festival.

Guest Services Intern duties include but are not limited to:

- Support the coordination of Festival guest and discussant invitations, confirmation, and hospitality.
- Research and write invitations to talent and industry members to attend the Festival.
- Research and write invitations to academic and other non-industry members to participate in the VFF.
- Maintain a comprehensive database of industry guest and discussant contact information.
- Assist in the creation of badges and welcome packages for our guest and industry check-in.
- Draft schedules and itineraries for Festival industry guests and discussants.

Both intern duties include but are not limited to:

- Assist in distribution of film prints, exhibition equipment, signage, and logistic materials to venues.
- Coordinate with staff and other interns to write, edit, and produce web and print copy.
- Liaise between tech crew, staff, talent, and industry members during the Festival, as needed.
- Assist in preparing venues for special events and Festival screenings.

Publicity & Marketing (1) This position will report to the Managing Director. A strong interest in the fields of arts administration and marketing for arts events is necessary for an applicant for this position. Experience promoting events and graphic design skills are a plus!

Duties include but are not limited to:

- Create and implement targeted, community-based marketing campaigns in collaboration with the PR & Marketing team.
- Contribute as a writer, editor, and marketing strategist on a variety of promotional pieces, such as email newsletters, social media, film synopsis, guest bios, and other promotional copy.
- Assist in maintaining the Festival's website: upload photos, content, schedule, ticketing info, etc.

- Assist PR & Marketing team in organizing press conferences, press credentials, and other press communications.
- Identify strategies for VFF to engage inclusively with our local community, and implement identified strategies and efforts to develop community volunteering, awareness, engagement, and increased attendance at Festival events.
- Help to plan, organize, and manage pre-Festival community outreach events.
- Maintain database and communications regarding programs, contacts, and outreach efforts.
- Create promotional materials such as flyers, handbills, banners, etc.

UVA Student Engagement (1) This position will report to the Managing Director. Qualified candidates are eager to act as an ambassador for the VFF, have strong people skills for interacting with a cross section of the public, experience promoting events, and an interest in building community engagement with cultural events.

Duties include but are not limited to:

- Create and implement targeted UVA student outreach campaigns in collaboration with the PR & Marketing team.
- Help to plan, organize, and manage the new VFF Scholars program and other UVA student engagement initiatives.
- Contribute as a writer, editor, and marketing strategist on a variety of promotional pieces, such as email newsletters, social media, film synopsis, guest bios, and other promotional copy.
- Identify strategies for VFF to engage inclusively with UVA student body, and implement identified strategies and efforts to develop student volunteering, awareness, engagement, and attendance at the Festival.
- Coordinate with the Marketing and Production teams to identify areas of industry guest engagement broadly across UVA classrooms, programs, departments, and student groups.
- Create promotional materials such as flyers, handbills, banners, etc.
- Maintain database and communications regarding programs, contacts, and outreach efforts.

Youth Education Programs (1) This position will report to the Outreach Coordinator. Qualified candidates have the ability to organize and execute detailed plans for large public events, an interest in education and youth development, and skills in film editing and production. The intern will focus on the following youth-based education programs:

Duties include but are not limited to:

- Assist in planning, organizing, and managing all VFF Youth Education events and programs, including Family Day, Young Filmmakers Academy (YFA), and School Screening.
- Family Day duties include: engage with and invite area arts leaders to participate in events; determine schedule and logistics for workshops; plan entertainment; invite food vendors; and schedule performances.
- YFA duties include: communicate timelines, expectations, and schedule to participating schools; organize and produce recognition materials for participants; and edit films together for screenings.
- School Screening duties include: draft classroom lesson plan related to the selected film; communicate timelines, expectations, and screening schedule to participating schools; develop recognition plans for participants; and serve as a liaison with panelists.
- For all youth programs, duties include: create promotional materials; market to local parents and teachers; manage enrollment/registration; lead communication with all stakeholders (instructors, performers, parents, and participants); and serve as on-site host during events.

- Other duties: manage email accounts; maintain webpages and databases; document events and publicity; collect participant data and survey attendees; and produce final event reports.

About the Virginia Film Festival

The Virginia Film Festival stands as one of the most significant regional film festivals in America. Entering its 31st year, this program of the University of Virginia is widely celebrated by audiences and industry professionals alike for offering a dynamic and multi-layered exploration of film as an art form and cultural cornerstone.

Each fall, the VFF combines one of the strongest, deepest, and most diverse programs in the industry with an array of remarkable guests from across the entertainment industry – a list that has recently included: Spike Lee, William H. Macy, Shirley MacLaine, Werner Herzog, Liv Ullmann, Colin Firth, Will Forte, Meg Ryan, Hal Holbrook, Ashley Judd, Richard Roundtree, and Oliver Stone.

The Virginia Film Festival's unique UVA connections and partnerships are key to the dynamic discourse it inspires between acclaimed industry and cultural experts and audience members. These include regular series presented in conjunction with the Library of Congress, UVA's Center for Politics, Miller Center for Public Affairs, and Office of Diversity and Equity.

Virginia Film Festival website: <http://virginiafilmfestival.org/>

What is an Internship: <https://career.virginia.edu/internships/prepare/internships>