

Organization: Heartland Film

Position: Marketing Internship, part-time

Timeframe: June 2, 2024 – October 31, 2025

Application Deadline: March 14, 2025

Background:

Heartland Film is a nonprofit arts organization that runs the 11-day Heartland International Film Festival in October, the 6-day Academy Award®-Qualifying Indy Shorts International Film Festival in July, and other year-round programs. Based in Indianapolis, Indiana, Heartland Film's mission is to curate, promote and celebrate thoughtful and engaging films from diverse perspectives.

Heartland Film is seeking a Marketing Intern to help with daily marketing needs leading into the 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.

Location:

Heartland Film HQ

8950 Otis Avenue

Indianapolis, IN 46216

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 22-27, 2025)
- Heartland International Film Festival (October 9-19, 2025)

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
- Help with social media influencer photoshoots
- Brainstorm ideas for social media promotions
- Write creative copy for social media
- Research local influencers
- Learn social media analytics
- Learn Meta Ads Manager

Community Outreach

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

General Marketing

- Organize film information for media
- Research out to media outlets
- Add film lineups to Letterboxd
- 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
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Required Knowledge, Skills and Abilities:

- Basic knowledge of Excel
- Basic knowledge of Canva
- Can work independently to complete tasks
- 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 [Friday, March 14, 2025](#).