

LAND OF OPPORTUNITY Documentary Project seeks Social Media/Marketing Intern

Documentary Project Description: From front porches to the frontlines, *Land of Opportunity* captures the struggle to rebuild New Orleans, one of America's most beloved and emblematic cities. Juxtaposing the perspectives of protagonists from different walks of life, this innovative multiplatform documentary project reveals how the story of post-Katrina New Orleans is also the story of urban America.

Intern Position Overview: JoLu Productions is behind the celebrated documentary project *Land of Opportunity* (landofopportunitymovie.com). We are now launching our non-theatrical outreach and distribution campaign with an interactive online presence. In addition to producing and distributing interactive webisodes, we will be pursuing screening events in the non-theatrical market. We are looking for an intern to support this campaign. We are more than happy to work with an intern supervisor in order for intern to receive course credit for this work.

Minimum Time Commitment: 6-8 hours/week for at least 3 months.

Intern Responsibilities:

- Familiarize self with the Land of Opportunity multiplatform project
- Assist in the maintenance and expansion of our website and interactive online presence.
- Contribute to developing and implementing social media and online marketing campaigns to support outreach/distribution for the non-theatrical market (universities/colleges, nonprofits, community groups, conferences).
- Research and communicate with educators, non-profits, community groups and conferences to line up film screenings and DVD sales and to request feedback and reviews.
- Assist in the maintenance of film screening calendar and logistics.
- Assist in the creation of promotional materials and campaigns (trailers, e-blasts, posters, postcards etc)
- Bring new ideas to the table.

Qualifications: Graduate students and 3rd or 4th year undergraduate students preferred. All university students welcome to apply.

Intern must:

- Be organized, detail-oriented and able to plan ahead, change directions when asked, multi-task, and see projects to completion.
- Possess strong written and verbal communication skills.
- Possess working knowledge of social media and web marketing tactics.
- Be able to perform administrative duties (filing, faxing, emailing, printing, take notes).
- Know Microsoft Office (Word, Excel), and Adobe Photoshop
- Knowledge of Final Cut Pro is preferred but not mandatory.
- Have his/her own means of transportation (bike is okay), be able to get to both 3020 Royal St. or 7319 Panola St. for work without delays, and occasionally run errands.
- Preferably owns a laptop (mac preferred).

Contact: Send letter of interest, resume, and hours available per week to Luisa Dantas at ludant@joluproductions.com and cc Rebecca Snedeker at resnedeker@joluproductions.com. In your letter, please tell us why you think this internship is a good fit for you.

Thank you!
Luisa and Rebecca