

ILMxLAB Marketing/PR Intern (Remote), Summer 2021

Posted At : January 24, 2021 7:40 PM | Posted By : SHSJC

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Job Description

Are you interested in being part of the next generation of storytelling using immersive entertainment like virtual reality, mixed reality and more? From a galaxy far, far away to other globally-beloved universes, ILMxLAB's body of work spans multiple award-winning experiences within the premium immersive entertainment space powered by real-time graphics. The team is looking for candidates who are passionate about continuing this mission.

The Marketing/PR Intern will be an integral part of the core team at Lucasfilm's immersive entertainment studio. Your role will support all marketing and publicity efforts for our award-winning portfolio of experiences. Your work will be visible by those inside and outside the organization, giving you an opportunity to shine in your current skillset with room to learn about how marketing and PR supports the game development process and how our studio functions.

Responsibilities

? Support the body of ILMxLAB's portfolio and experiences through various marketing/pr activities. ? Contribute in meetings and help the team achieve high quality, creative results. ? Help track all deliverables and deadlines through scheduling, tracking action items for daily check-ins, note-taking in meetings, and organizing feedback in a fast-paced environment. ? Set up and facilitate meetings for marketing/pr team with internal and external teams. ? Facilitate and support equipment delivery and set-up for remote VIP/executive needs. ? Contribute ideas and track feedback on various campaign materials like trailers, messaging documents, key art, and more. ? Assist in the creation/ideation for social media campaigns for multiple projects. ? Pull regular press breaks and track all campaign coverage. ? Staff remote press days and events for major campaign beats as needed. ? Create journalist/media briefing documents. ? Support all awards, events, talks, and panel submissions. ? Maintain calendar dates for all campaigns and studio activity. ? Complete administrative tasks like calendaring, expense reports, etc. as needed.

Basic Qualifications

? Excellent written and verbal communication skills. ? Self-motivated, organized, and proactive with the ability to see projects through while juggling competing priorities and deadlines. ? Composure, tact, and discretion with sensitive information and high-profile individuals. ? Technologically savvy: You are someone who is able to work with tech efficiently across a number of software programs (Google Drive, Gmail). ? Quick learner: You are able to adapt to new processes, advanced

technologies, and ideas. ? Problem solver: When confronted with challenges, you are able to calmly assess, consult with your team, and leverage options before taking action. You focus on finding solutions instead of dwelling on the problem. ? Interested in the technology sector, storytelling, virtual reality/video games/software development, and project management.

Preferred Qualifications

? Graphic design skills with an eye for brand appropriate and elevated creative. ? Proficiency with Illustrator, Photoshop, After Effects, InDesign, and/or Premiere. ? Video editing/content creation experience for social media/digital (short form videos). ? Familiarity/experience using virtual reality hardware and software (Oculus).

Additional Information

Program Eligibility

- Must be enrolled in a college/university taking at least one class in the semester/quarter (spring/fall) prior to participation in the internship program OR currently participating in a Disney College Program or Disney Professional Internship OR have graduated from a college/university within the past 6 months
- Must be at least 18 years of age
- Must not have completed one year of continual employment on a Disney internship or program.
- Must possess unrestricted work authorization

Internship Dates: May/June – August/September

Location: This is a remote internship. The internship requires a working, reliable internet connection as well as a quiet, dedicated work space.

CONVERSION OPPORTUNITY There is no guarantee to become full-time or contract employee following the internship

Category

Marketing and Promotions Job Type

Temporary/Seasonal Professional Internship

City: San Francisco

State/Province: CA

Postal Code: 94129