

Doc Edge 2021/22

Internship Support Programme

Programme Description

Doc Edge is seeking support for committed interns as it continues to produce its festivals, events and industry programmes throughout the year. In addition, spurred on by recent events, Doc Edge is addressing its digital presence and engagement through several key new developments, with which it now need more support.

There are 4 main elements to the implementation of our emerging digital upgrade, for which we are preparing by first undertaking essential database and Customer Relationship Management system (CRM) groundwork. They will eventually address:

1. Media and Content Production and Distribution, for Digital Communities
2. Online Community Development and Learning Systems
3. Industry Programme Support (pre-, production and post-production development)
4. Impact Campaign Support (Good Pitch Aotearoa)

In preparation for all of these, we must first complete our CRM by transferring all of our existing databases into this live digital environment. After this, we will build live data analysis of engagement, and begin to converse with our audiences in order to fashion online communities for increased engagement with documentary, film, professional development and impact campaigns – around the country. We will integrate marketing automation tools, through Pardot, and use cutting edge social media listening tools, through Social Studio.

In addition, support for the online documentary festival, schools festival programme, industry programmes and outreach as well as in-theatre and in-person events are always needed. Interns will have the opportunity to engage in additional activities in these spaces.

We hope to hear from you soon and look forward to working with interns to help realise goals and aims for both themselves and Doc Edge.

Tasks and activities

Support for:

- Transfer of Excel databases into Salesforce CRM (underway)
 - Refinement of live CRM database with section leads (Marketing, Festival, Schools, Industry, Good Pitch)
 - Creation of live CRM dashboards for data analytics
 - Creation of nationwide contact lists from within CRM
 - Creation of marketing automation (communication journeys) with Marketing lead
 - Creation of channel communications for special interest audiences
 - Schools outreach programme communications
 - Creation of communications and development of user journeys for new On Demand services
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- Festival communications, in-theatre and online (Shift 72) preparation
 - Online Festival site preparation and build
 - Online Q&A Zoom meetings with filmmakers, producers, directors and contributors
 - Any other Marketing, Festival, Schools, Industry, Good Pitch or online tasks, as required.

Regards,

Justin Benn
Digital & Business Development Manager
Doc Edge

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