

WARNER BROS.



JOB DESCRIPTION:

Have you ever wanted to make your mark on a blockbuster hit? Now is your chance!

Warner Bros. U is looking for student leaders to develop brand campaigns for our films, connecting your local campus to Hollywood!

At WBU, you are the expert! Students should expect creative freedom, learning to tailor marketing tactics to their peers, while working directly with the Warner Bros. publicity team, building the most comprehensive brand awareness for Warner Bros.' theatrical releases. From **GODZILLA V. KONG** and **HARRY POTTER**, to **CRAZY RICH ASIANS** and **IN THE HEIGHTS**, and beyond, you will have the incredible opportunity to help market films from our highly anticipated roster!

Acting as an on-campus publicist, through in-person and digital/virtual initiatives, you will create experiences to bring Warner Bros. directly to your peers!

WHO WE ARE SEEKING:

- 3.0 GPA OR HIGHER
- Currently enrolled in college (preferably sophomore or junior year), available to start Fall Quarter/Semester 2021
- Active on campus, involved with various student organizations and activities
- Works well independently and self-motivated
- Extremely passionate for the entertainment industry
- Passion for all stages of creating campaigns, from brainstorming to execution and post-event evaluation
- Creative thinkers
- Fearless communicators, willing to engage with new on-campus communities and organizations, along with local partners
- Interest in learning about grassroots marketing, promotions, and film publicity

- Seeking candidates who can commit to one full school year as an ambassador, with potential to continue with program, and would have an interest in committing to long-term involvement with WB

WHAT WOULD YOU BE DOING?:

- Pitch on-campus, local press and publications for talent interviews
- Hosting university screenings for upcoming titles. Duties include inviting/managing guest lists and acting as on site Warner Bros representation
- Brainstorm for multiple film initiatives
- Create social copy for influencer and promo partners
- Identifying, pitching and securing micro-influencers for unboxing opportunities to secure social coverage for various WB titles
- Secure journalists to attend press opportunities (roundtables, press conferences, panels, etc.)
- Partner with on-campus media and organizations to secure promotional coverage
- Track social performance for influencer partners and promotional partners
- In person event opportunities where possible

WHAT'S IN IT FOR YOU?:

- Hands-on experience with a world-renowned entertainment company
- Learning the entire creative process alongside the experts
- Having your ideas come to life via marketing collateral, wearable promo items, and much more!
- Building your network with across Warner Bros. & fellow future entertainment leaders across the country
- Paid position via monthly stipend

TIMING:

Fall Semester 2021

APPLICATION PROCESS:

To apply, please send a resume and cover letter to WARNERUApply@gmail.com. Send resume & cover letter with subject line "YOUR SCHOOL, NAME." Only applicants that submit via the Gmail address will be considered.