

**AMERICAN FILM INSTITUTE
JOB DESCRIPTION**

POSITION: Senior Manager, Advancement Communications
DEPARTMENT: Advancement
LOCATION: Los Angeles Campus

PRINCIPAL RESPONSIBILITIES:

The Senior Manager, Advancement Communications is responsible for developing and implementing AFI's comprehensive communications strategy to build awareness and cultivate the development of institutional donors, reporting to the Chief Advancement Officer to deepen engagement with the Institute's special projects, special events, AFI Conservatory and Exhibition programs among current and prospective supporters of the Institute.

PRINCIPAL DUTIES:

- Develop and implement creative, strategic initiatives to identify and tell impactful stories emerging from AFI programs and events that will elevate donor engagement with the Institute.
- Liaise with the Chief Communications Officer, as well as AFI program directors, to distill and craft effective communications points that will be leveraged across cultivation, solicitation and stewardship materials, while ensuring compelling messaging to prospective donors is integrated into AFI's ongoing institutional communications channels.
- Create and develop content for print, web, video and other media revealing the significance of donor support and celebrating donor engagement.
- Produce successful membership campaigns in support of the Institute's operations and programs, overseeing strategy, composition and editing of acquisition and yearly appeals.
- Oversee AFI Advancement's web presence, leveraging AFI website and social media channels to broaden the Institute's donor base and promote the impact of mission-driven donors and institutional funders.
- Build the case for donor support of ongoing initiatives and special projects through in-depth research of trends within AFI as well as external fields, working closely with Chief Advancement Officer to strategize compelling messages to high-level supporters.
- Craft executive messaging from the Chief Advancement Officer's office, including acknowledgment letters, queries and cover letters to board members and other high-

level supporters, as well as develop messaging from President and CEO in connection with fundraising initiatives.

- Tailor messaging and communications aimed at specific institutional donor opportunities.
- Benchmark AFI's advancement communications efforts with competitive organizations to ensure that AFI activities reflect best practices and place the Institute in a favorable position for donor support.

EXPERIENCE/SKILLS REQUIRED:

- Bachelor's degree required.
- Minimum three years of experience in institutional fundraising.
- Fundamental understanding of non-profit accounting standards for preparation of financial reports and programmatic budgets for funders.
- Strong time management, organizational and multi-tasking skills coupled with the ability to work independently and with minimal supervision.
- Exceptionally detail-oriented with the proven ability to handle numerous tasks with appropriate follow-up and reporting activities while not losing sight of the big picture.
- Predisposed to working independently while effectively collaborating with and being an integral member of a high-functioning team.
- Proven project management skills with the ability to take a project from conception through completion with minimal supervision.
- Excellent oral and written communication skills, including strong grammatical and proofreading abilities, presentation skills, including presentations, and the ability to convey complex concepts and procedures in concise and clear terms.
- Strong analytic and problem solving skills and the ability to negotiate with tact and diplomacy.
- Strong computer aptitude; skill in Microsoft Word, Excel, and Keynote; knowledge of and skill using online and other resources to identify and research foundation and government grantors; experience with donor database management; proficiency working with the Tessitura database.
- Aptitude for research and synthesis of complex issues.
- Understanding of social media channels and their effective uses for fundraising and institution-building.
- Strong initiative, self-confidence, creativity and entrepreneurial skills; enjoys working as a team player but also has the capability to work independently and as a self-starter.
- Genuine interest in film and the arts.
- Understand and support AFI's mission with natural ability to articulate this mission.
- Strong diplomacy skills and professionalism are mandatory; this includes the ability to

maintain complete confidentiality and discretion at all times.

- Possess a positive and professional attitude with the ability to work as a member of a high-energy, results-oriented team. Personal integrity and the ability to inspire confidence.
- Experience or knowledge of film preferred.