

AMERICAN FILM INSTITUTE JOB DESCRIPTION

POSITION: Community Partners and Sponsorship Liaison
DEPARTMENT: AFI FEST
LOCATION: Los Angeles Campus
ASSIGNMENT: 09/10/18 - 11/27/18

PRINCIPAL RESPONSIBILITIES:

The Community Partners and Sponsorship Liaison is responsible for identifying cultural organization and consulates with community partner tie-ins to secure sponsorship deliverables and event packages for the festival. In addition, the Community Partners and Sponsorship Liaison is also responsible for identifying and fulfilling potential In-Kind Sponsorships for a variety of AFI FEST needs.

PRINCIPAL DUTIES:

- Assist with identifying consulates and other community partners to participate by sponsoring filmmaker attendance, hosting receptions in partnership with appropriate films and/or participating in outreach promotional campaigns at the festival.
- Explore new promotional sponsorship opportunities within diverse and/or target communities and collaborate with existing festival sponsors on outreach to new potential communities.
- Collaborate with the AFI FEST Editor and the AFI FEST Publicity and AFI Marcom teams to provide a broad spectrum of AFI FEST community supporters, cultural supporters, regional community organizations (e.g., nonprofit, cultural, commercial, etc.) and diverse film organizations (e.g., commercial, non-commercial and specialized, etc.) with AFI FEST materials, including press releases, website copy and visual assets (e.g., the festival film's stills, trailers, etc.) to promote the festival and its films, programs and events through community supporters email campaigns, message boards and websites.
- Collaborate with regional cultural and community organizations to organize "group attendance" benefits. Benefits must be approved in advance in writing by the Director, AFI Festivals and adhere to AFI policy and the festival's partnership benefits structure prior to fulfillment.
- Identify businesses and organization to partner with to provide a variety of In-Kind Donations and product discounts.

- Sponsor tracking and fulfillment of community, cultural and In-Kind Sponsors.
- Attend AFI FEST meetings, including AFI Advancement sponsorship meetings, and maintain weekly communication with the Senior Manager, Guest Services and Cultural Relations and the AFI Advancement, AFI Marcom and AFI FEST teams to sufficiently update all departments.
- Ensure AFI FEST materials are in keeping with AFI's editorial style and adhere to guidelines (allow for a minimum of five (5) business days for approvals by the AFI Los Angeles office). A copy of the AFI Style Guide and the festival's style guide are available for reference.
- Provide a final community partners liaison report detailing all marketing, publicity and community outreach activities (e.g., a spreadsheet detailing statistics; a file of key promotional campaign documents (e.g., electronic and printed communications); and, for future outreach, a comprehensive contact database (i.e., name, phone number and email address) of community supporters, consulates, cultural and media partners and attendees, in addition to eblasts and membership lists created for the festival). Provide one (1) copy each of these materials to the Director, AFI Festivals, the AFI Chief Advancement Officer and the AFI Chief Communications Officer prior to November 30, 2018.
- Provide a comprehensive wrap report as outlined in the AFI FEST policy book and deliver a digital file and a hard copy of the report to the Director, Production and Operations during the exit interview. All job specific reports and files must be well organized and submitted during the exit interview. A copy of the AFI FEST policy book is available for reference.
- Perform other duties and responsibilities as assigned.

EXPERIENCE/SKILLS REQUIRED:

- Bachelor's degree required.
- Minimum three-years experience working in the entertainment community on an administrative level.
- Working knowledge of film festivals and the local film community.
- 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.
- Ability to work independently while 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 with the ability to convey complex concepts and procedures in simplistic terms.
- Strong time management, organizational and multi-tasking skills coupled with the ability to work independently and with minimal supervision.
- Strong diplomacy skills and professionalism are mandatory; this includes the ability to maintain complete confidentiality and discretion.
- Excellent computer and Internet research skills with strong knowledge in Word, Excel, and FileMaker Pro in a Mac environment.
- Possess a positive and professional attitude with the ability to work as a member of a high-energy, results oriented team.
- Ability to deal with rapidly shifting priorities in a fast-paced team environment.
- Ability to work calmly under pressure.
- Personal integrity and the ability to inspire confidence and trust.
- Foreign languages (written and/or spoken) a plus, especially French and/or Spanish.

SUPERVISION:

The AFI FEST Community Partner and Sponsorship Liaison performs all duties and responsibilities under the guidance and supervision of the Director, Production and Operations, AFI FEST.