

## AMERICAN FILM INSTITUTE / AFI SILVER THEATRE AND CULTURAL CENTER

### JOB DESCRIPTION

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**POSITION:** Festival Director, SILVERDOCS  
**DEPARTMENT:** AFI Silver Theatre and Cultural Center/SILVERDOCS Festival  
**LOCATION:** Silver Spring, MD

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#### **PRINCIPAL RESPONSIBILITIES:**

The Festival Director plans, oversees and manages all aspects of SILVERDOCS, a week-long, annual festival and conference that takes place at the AFI Silver Theatre & Cultural Center Festival.

The Festival is widely recognized as the top documentary event in the US, dedicated to supporting diverse independent filmmakers and establishing broader audiences for documentary. The Festival Director is expected to solidify and further develop SILVERDOCS's status and success as the premier US documentary event.

#### **PRINCIPAL DUTIES:**

- Manage SILVERDOCS staff and contractors, supervising their work across all Festival activities.
- Oversee Artistic Director and International Documentary Conference Producer.
- Responsible for budget planning and fiscal management, ensuring that the festival operates with a net annual operating surplus. Generating a series of financial and other post-mortem reports for both internal and external purposes is required.
- Ensure that the Festival coordinates and functions smoothly with all appropriate AFI departments. In particular it is critical that public relations, marketing and sponsorship/fundraising efforts be developed, executed and trafficked/delivered in consultation with responsible AFI departments.
- Maintain and develop sponsorship and business relationships to ensure the Festival's funding base.
- Oversee public relations efforts, including internal coordination and oversight of any outside PR agency.
- Develop overall marketing plan and oversee development of creative campaign and materials encompassing multiple media platforms (print ads, web, direct mail, online CRM, video, etc).
- Ensure that the Festival represents AFI core brand values and priorities.
- Perform other duties and responsibilities as assigned by the Deputy Director, AFI Silver Theatre.

#### **EXPERIENCE/SKILLS REQUIRED:**

- Proven record of managing large-scale event marketing activities and generating ongoing sponsorship and fundraising opportunities.
- Ability to negotiate complex business agreements with corporate, government, individual foundation and educational organizations.
- Detail-oriented, organized and able to work calmly under pressure.
- Strong project coordination skills with the ability to successfully multi-task and manage multiple projects simultaneously; qualified in task prioritization and task management.

- Excellent oral and written communication skills and the ability to interface with all departments/levels of the organization and outside third parties in a highly professional manner.
- Proven record of excellence and achievement in specialized film exhibition and competitive festivals.
- Demonstrated expertise, familiarity, and high artistic standards in the field of non-fiction film, particularly in the context of the independent non-fiction filmmaking community.
- Hands on computer skills - Word, Excel, PowerPoint, Filemaker Pro, Mac OS.

**SUPERVISION:**

The Festival Director, SILVERDOCS performs all duties and responsibilities subject to guidance and supervision of the Deputy Director, AFI Silver Theatre.

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FULL-TIME	<u>  X  </u>	If full-time, number of months per year	<u>  12  </u>
REGULAR	<u>  X  </u>	If part-time, number of hours per week	<u>        </u>
TEMPORARY	<u>        </u>		

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Incumbent:

DOH:

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Incumbent Signature Date

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Supervisor's Signature Date