

## **ABOUT THE AMERICAN FILM INSTITUTE**

Created in the White House Rose Garden by presidential mandate in 1965, the American Film Institute (AFI) is America's promise to preserve the history of the motion picture, to honor the artists and their work and to educate the next generation of storytellers. A non-profit educational and cultural organization, AFI provides leadership in film, television and digital media and is dedicated to initiatives that engage the past, the present and the future of the moving image arts.

AFI programs include the *AFI Catalog of Feature Films* and Archive, an authoritative record of American film in words and pictures; the AFI Life Achievement Award, now in its 40th year, which each June honors a master of the art form; AFI Awards, honoring the most outstanding movies and TV programs each year; AFI Fest presented by Audi, which celebrated its 25th edition this fall and is a showcase of the most highly anticipated films and performances of the year; AFI-Discovery Channel Silverdocs, the largest documentary festival in the U.S.; AFI Silver Theatre in the Washington, D.C. area, exhibiting both new and classic films 365 days of the year; and the AFI Conservatory, which was named the # 1 film school in the world by The Hollywood Reporter and offers a Master of Fine Arts degree in six filmmaking disciplines.

The American Film Institute's Board of Trustees includes leaders of the motion picture and television communities and leaders from global goods and services companies who have devoted their lives to the art of the moving image.

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## **ABOUT THE JOB POSITION**

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**POSITION:** Vice President, Communications  
**DEPARTMENT:** Marketing  
**LOCATION:** Los Angeles Campus

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### **PRINCIPAL OBJECTIVE:**

Articulate the relevance of the moving image arts across the nation.

### **PRINCIPAL RESPONSIBILITIES:**

The Vice President, Communications is responsible for furthering AFI's mission and mandate by executing AFI's communications strategy and messaging nationally. This individual is the "voice" of the American Film Institute – a national voice that resonates from east coast to west coast and extends beyond the Hollywood community to the offices of Washington, D.C. and to individual movie enthusiasts in markets of all sizes throughout the country. This individual is passionate about the movies and is passionate about conveying that "movies matter." S/he is an expert on how to create and tell a story, not just plant a story.

Responsibilities include, but are not limited to, press and publicity; public relations and public policy; editorial for print, web and social media; and speechwriting.

This position will interface on a daily basis with AFI Senior Management, Creative Services, Advancement and all of the programs (e.g. AFI Conservatory, AFI Productions, AFI Exhibition, etc.) and departments (Special Events, Finance, etc.) of the American Film Institute.

### **PRINCIPAL DUTIES:**

- Develop and articulate annual communications goals in partnership with AFI Senior Management and the AFI Board of Trustees. Develop a strategic communications plan with integrated tactics, aligned with AFI's overall strategic plan, to achieve articulated goals.
- Work with Senior Management and Program Heads to craft and influence message development to clearly communicate AFI's brand promise, elevate and protect the brand and enhance the positioning of the Institute. This includes reinforcing AFI's case for donor support and the positioning of programs such as the Conservatory, AFI Fest, etc. It also includes articulating the importance of the moving image arts (film, television, digital media) across America and why this art form continues to matter.
- Create or ensure the creation of all messaging, including communications materials, "white papers," press releases, story pitches, PR POV, introductory remarks and speeches, public statements, etc. across all platforms. Develop and maintain excellence in quality and a methodology of quality control to ensure all communications exceed expectations and are delivered on time within budget.

- Identify, cultivate, track, archive and maintain relationships with media and influencers such as publishers, editors, writers, bloggers, PR professionals, industry leaders, etc. to ensure story creation and placement, public relations POV, placement of press releases and crisis communications across all platforms.
- Work with AFI webmaster to ensure information is search engine optimized and links are established with desired sites, twitter feeds, etc.
- Manage AFI's public policy and public relations activities and message placement.
- Oversee AFI press accreditation, talent alerts and red carpet activities.
- Develop budgets, monitor progress, ensure adherence and evaluate performance against budget and plan. Employ a publicity tracking system to monitor AFI press and social media coverage; distribute coverage to Senior Management and Program Heads.
- Partner with Senior Management to develop a "kitchen cabinet" comprised of entertainment, packaged goods and service industry marketing and communications experts to optimize messaging content and distribution.
- Perform ongoing assessment and annual reviews of AFI communications needs across the organization.
- Remain abreast of and develop programs to maximize the latest communications techniques and tools.
- Perform other duties as assigned by the AFI Chief Operating Officer.

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

- A genuine passion for American film, television and digital media and the artists whose stories enrich our national cultural heritage.
- Minimum 10 years experience as a senior communications expert for a national organization, ideally in the arts and for a prominent non-profit, with a solid track record of developing, authoring and placing messaging through a vast array of strategies and vehicles (e.g., national press via print, TV, new media, etc.).
- A gifted spokesperson and effective communicator – both oral and written – who has a command of language and the power of the word, and who can adapt their communications style to mirror the brand and the audience. Must be able to produce high volume, high quality, effective messaging and communications tailored to the AFI "voice."
- Proven track record of effectively managing press and media. Self-confident and naturally persuasive, the candidate is not intimidated by the press and thrives on achieving ambitious communications goals through hard work and persistence.
- Demonstrated success in working closely with: Senior Management – to define organization-wide strategies and tactics; Program Managers, corporations and sponsors – working together to develop effective messaging and generate prominent placement; an active Board of Trustees – enriching their ongoing support and optimizing AFI messaging through the establishment of a Mar-Com "kitchen cabinet" committee; and external press and media – to ensure proper coverage and placement of messaging.
- Highly strategic, with the ability to engage the Institute at large in the "communications" process through consensus building across a matrix organization.
- Strong leadership, time management and multi-tasking skills, coupled with the ability to work independently and with minimal supervision.
- Personal integrity and the ability to inspire confidence and trust.
- Exceptional organizational skills, including a commitment to strategic and operational planning.
- Highly detailed, including the ability to accurately prepare press releases, speeches, correspondence, white papers, reports and all other forms of communications.
- Thorough knowledge of emerging trends and current practices in press and media relations, including working knowledge of social media, database management and monitoring systems.
- Well connected with media and leadership contacts across the country, and especially in Los Angeles, New York and Washington, DC.
- Proficient in Microsoft Word, Excel and PowerPoint.
- Bachelor's degree required; Masters degree preferred.

### **CANDIDATE PROFILE:**

The successful candidate is a senior communications executive who is passionate about the moving image arts, brings substantial experience from prior press, public relations and/or public policy leadership and has established a proven track record across all aspects of communications – from content creation to speeches to press releases, from web to blogs, from collateral materials to annual reports. This executive is ideally well connected into a network of national press and media, with an emphasis on those covering the arts, humanities and academia, and has shown an ability to: (1) work effectively with national press and new media, and (2) create effective communications materials across all mediums. The successful executive has the ability to work

effectively and collaboratively with senior executives internally, with the Board, with all levels of the organization and with sponsors and third parties. A proven communicator and manager, the VP, Communications is equally effective inspiring, influencing and directing peers and subordinates. This seasoned communications executive is an exceptional and prolific deadline-oriented writer who thinks strategically and acts with vigor upon approved strategies. This executive shares a passion for AFI's purpose, mission and values, and serves as an ambassador for the American Film Institute.

**SUPERVISION:**

The position performs under the supervision and guidance of the AFI Chief Operating Officer and works closely with the AFI Chief Executive Officer, Senior Vice President of Advancement, AFI Board of Trustees, AFI Program Heads and AFI Department Heads.

This position will supervise a full-time, permanent (i) Manager, Social Media and (ii) Coordinator, Communications, as well as any part-time, temporary Publicity and Editorial staff brought on to support individual AFI programs and events.