

AMERICAN FILM INSTITUTE JOB DESCRIPTION

POSITION: Director, AFI Communities
DEPARTMENT: Advancement
LOCATION: Los Angeles

PRINCIPAL RESPONSIBILITIES:

The Director, AFI Communities oversees the expansion of audience engagement, membership and annual donations to the American Film Institute. Specific focus is on developing and marketing platforms for community development among the nation's movie-lovers that lead to strong affinity for AFI. The Director will analyze data related to AFI's social media, email and marketing outreach and develop and implement strategies to build a robust pipeline for AFI's donor support programs. The role of the Director, AFI Communities will include expanding AFI's national member and donor base across all organizational giving opportunities.

PRINCIPAL DUTIES:

- Lead development of an innovative and comprehensive strategic plan for the AFI membership and donor programs – including the reinvention of member benefit and giving structures and marketing strategies for expansion of the AFI donor base.
- Using data analytics, develop proactive strategies for email acquisition and launch innovative national community-building campaigns across AFI's email, social and other channels to build affinity across all AFI programming including alumni, Fellows, members, festival goers and those interested in the 100 Years lists, archives and exhibition opportunities. Convert engagement into a robust pipeline for support.
- With AFI Communications, execute annual strategy for Membership marketing materials/copy, solicitation strategy/lead matrix, digital, direct mail, telefunding and digital content calendar.
- Remain up-to-date with new digital platforms and audience preferences.
- Manage AFI Communities staff and oversee benefit fulfillment for all AFI Members, including oversight of special events and coordination with the AFI Communications, AFI Festivals and AFI Conservatory teams to ensure collaboration across the Institute.
- Lead management of AFI Alumni, Member and donor data in Tessitura and provide guidance and leadership to a two-person data management team.
- In collaboration with CAO and Senior Director of National Advancement, build moves management pipeline advancing members into higher-level giving programs.
- Prepare and maintain financial statements and budgets.
- Other duties and responsibilities as assigned.

EXPERIENCE/SKILLS REQUIRED:

- Bachelor's degree required; advanced degree preferred.
- Five years of fundraising experience with a preference for advanced experience in non-profit arts membership programs or direct marketing.
- Three years of management experience.
- Strong leadership, customer service, time management and multi-tasking skills, coupled with the ability to work independently.
- Excellent oral and written communication skills, ability to write compelling stories for multiple platforms. Strong grammatical and proofreading abilities and excellent presentation skills.
- Strong knowledge of relational databases, data analytics and data-driven decision-making. Direct experience with Tessitura database preferred.
- Experience developing social media and other online tools or platforms for member engagement and community-building.
- Strong analytical and problem-solving skills and the ability to effectively apply the skills to a diverse set of issues.
- Proven ability to handle numerous details, with appropriate follow up and reporting activities.
- Must demonstrate a friendly and cooperative attitude with internal and external contacts.
- Personal integrity and the ability to inspire confidence and trust.
- Genuine interest in film and support of AFI's mission with natural ability to articulate this mission and role to others.
- Occasional evening and weekend work required.

SUPERVISION:

The Director, AFI Communities performs all duties and responsibilities under the guidance and supervision of the Chief Advancement Officer.