

AMERICAN FILM INSTITUTE
JOB DESCRIPTION

POSITION: Marketing & Communications Assistant
DEPARTMENT: Marcom
LOCATION: Los Angeles Campus

PRINCIPAL RESPONSIBILITIES:

The Marketing & Communications Assistant is responsible for providing a wide variety of administrative support services for the Chief Communications Officer and the Marcom team. This includes, but is not limited to, matters pertaining to (1) basic project management; (2) meeting scheduling, (3) expense tracking; (4) document and report generation; and (5) information tracking and reporting.

PRINCIPAL DUTIES:

- Provide all core administrative functions to the Chief Communications Officer, including answering incoming calls and calendar management.
- Act as a primary liaison for marketing and communications-related questions/deliverables internally and externally.
- Manage general information voicemail and e-mail inboxes.
- Primary architect of the project management ecosystem for the department. This includes drafting project briefs, tracking new approved materials and managing deadlines for various deliverables.
- Coordinate with the Finance department on the invoice and purchase order process for payment of Marcom expenditures.
- Track and reconcile individual expense reports for department members.
- Maintain working knowledge of all Marcom department budget codes from Finance department.
- Liaise between Marcom and the other departments to schedule meetings and update campaigns using project management tools.
- Serve as primary contact for our Cision media monitoring account and create bespoke reports and dashboards on projects as directed.
- Assist in preparation of web and social media analytics for the department.
- Generate weekly breaks memo to be distributed organization-wide and archive them within the AFI intranet.
- Conduct research to analyze market trends, marketing training seminars, competitive landscape as well as research specific AFI campaigns and projects.
- Provide logistical support as needed.

- Traffic creative deliverables to meet deadlines.
- Manage and distribute standard language for the organization.
- Track and review assets required for on-going programs including AFI Movie Club, AFI Conservatory seminars & In Focus videos.
- Assist in tracking content for monthly newsletters, working closely with Senior Editorial Associate and the Written Communications Manager.
- Maintain department filing system, ensuring a high degree of accuracy and organization.
- Order all Marcom department supplies.
- Compile information and generate reports as requested.
- Performs other duties and assignments as assigned.

EXPERIENCE/SKILLS REQUIRED:

- Bachelor's degree required.
- Minimum two to three years strong administrative experience supporting a busy, multi-person department.
- Demonstrated experience exercising independent judgement and action when dealing with co-workers, management, vendors, and external contacts on a variety of matters, and must have the ability to maintain a high level of organization in the performance of all duties.
- 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.
- Strong time management, organizational and multi-tasking skills while functioning as an integral member of a fast-paced, high-functioning, results oriented team; ability to work calmly under pressure.
- Proven project management skills with the ability to take a project from conception through completion.
- Excellent oral and written communication skills with the ability to convey complex concepts and procedures in simplistic terms.
- Strong diplomacy skills and consistent professionalism are mandatory; this includes the ability to maintain complete confidentiality and discretion.
- Experience with media monitoring services, such as Cision.
- High level of proficiency with Microsoft Office (Word, Excel, and PowerPoint); Microsoft Planner; Adobe Acrobat; Zendesk or a comparable project management software; comfortable working in a macOS-based (Apple) environment.
- Personal integrity with the ability to inspire confidence and trust.
- A love of movies is a plus.

SUPERVISION:

The Marketing & Communications Assistant performs all duties and responsibilities under the guidance and supervision of the Chief Communications Officer.