

AMERICAN FILM INSTITUTE

POSITION: Event Manager and Marketing Associate
DEPARTMENT: AFI Silver Theatre
LOCATION: Silver Spring, MD
COVID-19 PROTOCOL: AFI requires full vaccination against COVID-19 for all employees, subject to limited, legally required exceptions. Proof of vaccination, or documentation supporting an exception to this policy, will be required prior to employment

PRINCIPAL RESPONSIBILITIES:

The Event Manager and Marketing Associate is responsible for managing rentals and special events for AFI Silver. This includes managing all event logistics from inception to conclusion. The Event Manager and Marketing Associate is also responsible for providing support to the AFI Silver marketing department.

PRINCIPAL DUTIES:

- Act as an Event Manager and liaison for rental clients, managing the rental process from inquiry to event execution.
- Provide timely responses to event phone and email inquiries.
- Conduct site visits with potential clients to showcase event spaces and communicate AFI Silver policies and guidelines.
- Create floor plans and other marketing materials for event proposals.
- Negotiate and secure event rental agreements.
- Review billing and secure payment from clients prior to scheduled events.
- Collaborate with front-of-house and audiovisual/technical staff to ensure rentals and internal AFI Silver events are appropriately supported.
- Manage and direct caterers, vendors, and internal event support staff to ensure superior quality experience for patrons and guests.
- Coordinate and assist with restoration of event space and theaters following an events conclusion.
- Prepare event wrap reports to analyze event effectiveness and value, which includes recommendations for improvements.
- Prepare purchase orders for vendor payments.
- Execute market and comparative analysis reports to monitor area competitors.
- Support marketing department by assisting with targeting marketing outreach.
- Support customer loyalty program operations, including creating campaigns, running reports and other analytics.

- Create eye-catching and unique theater displays to highlight AFI Silver's upcoming programs and events.
- Perform other duties and responsibilities as assigned.

EXPERIENCE/SKILLS REQUIRED:

- Bachelor's degree required.
- Minimum three years experience in event management required.
- Minimum one-year experience with marketing required, preferably in an arts environment.
- Graphic design and digital marketing experience.
- Proven success managing large events.
- 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.
- Expert negotiating and selling skills.
- Excellent Internet and computer skills with strong knowledge of Adobe Photoshop or InDesign, Microsoft Word, Excel and PowerPoint in a Mac environment.
- Strong diplomacy skills and professionalism are mandatory; this includes the ability to maintain complete confidentiality and discretion.
- Possess a positive and professional attitude with the ability to work as a member of a high-energy, results oriented team.
- Volunteer recruitment and management experience desirable.
- Outgoing team player with a good sense of camaraderie.
- Ability to deal gracefully with rapidly shifting priorities.
- Must be able to work early mornings, some evenings, weekends and holidays and be available by personal cell phone during non-office hours for sensitive, business-related communications.
- Ability to work calmly under pressure.
- Personal integrity and the ability to inspire confidence and trust.
- Ability to lift 30 pounds.

SUPERVISION:

The Event Manager and Marketing Associate performs all duties and responsibilities under the guidance and supervision of the Director, Marketing and Events.