AMERICAN FILM INSTITUTE
JOB DESCRIPTION

POSITION: Director, Programming
DEPARTMENT: AFI Exhibition
LOCATION: Los Angeles Campus
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.

The American Film Institute is a nonprofit organization with a mandate to champion the moving
image as an art form. Established in 1967, AFI launched the first comprehensive history of American
film and sparked the movement for film preservation in the United States. In 1969, AFI opened the
doors of the AFI Conservatory, a graduate-level program to train narrative filmmakers.

PRINCIPAL RESPONSIBILITIES:
The Director, Programming is responsible for managing all aspects of programming across all AFI's
Exhibition activities. The Director, Programming collaborates with the Director, AFI Exhibition on the
festival's programming and other aspects, including marketing, publicity, events, and administration.

PRINCIPAL DUTIES:
- Collaborate with the Director, AFI Exhibition on negotiating with producers, distributors, and
  sales companies to secure films for the festivals.
- Collaborate with the Director, AFI Exhibition to program the films for the festivals and
  determine the film sections, awards, and new initiatives.
- Track films in production and scout film festivals internationally and domestically to secure
  films through screenings, personal contacts, and research.
- Collaborate with the Director, AFI Exhibition and AFI Talent Director to invite and coordinate
  festival jury members.
- Manage the balloting process for the Audience Awards.
- Collaborate with the AFI Human Resources team to coordinate recruitment, interviews, and
  selection of programming staff, ensuring adherence to AFI policies and procedures.
- Manage the Programming team, including Manager, Programming; Programmer; Senior
  Documentary and Special Project Programmer; Programming Coordinator; a team of
  screeners, interns, and volunteers.
- Create Festival timelines that include collaborating departments deadlines and incorporates
  the Programming department's timeline.
- Manage the Programming department's budget; this includes festival travel, office supplies,

staffing and the preparation of expense reports and purchase orders.

- Collaborate with the Mar-Com team on the year-round development and updating of the festivals website, e-newsletters, and social media presence; this includes creating timelines, work orders and submitting needed changes to the Zendesk work order system.
- Collaborate with the Mar-Com team on the development and production of the festival's publications and any other programming related collateral; this includes overseeing the production of the festival's publications, including the program guide, quick guide, and mobile apps, and supervising the work of the Editor and the Materials Coordinator.
- Write and edit synopsis copy for advertising, collateral and the festival's program guides, web site and other materials as needed.
- Manage the festivals film submissions process, including interviewing, training, and managing the screening committee, and negotiating the contract for the festival's film submissions platform.
- Manage the screening process for over 2,000 films; this includes the tracking, identifying and ultimately the securing of desired films.
- Prepare and send out Festival Invitation Letters.
- Manage the process for the mass email rejection letters; this includes working with IT and any database consultants to ensure that a working system is in place that will enable the programming department to send mass emails before the rejection notification deadline.
- Manage relationships with online and database partners.
- Act as the main point of contact for filmmakers during the submission and selection process.
- Manage the creation and maintenance of the master film screening schedule and implement systems and processes for internal and external distribution of the schedule.
- Meet regularly with department heads as needed to ensure that timelines, staffing, materials, and budgets are on track.
- Oversee the archiving, updating and maintenance of the festivals FileMaker Pro database; this includes supervising the FileMaker Pro Database Specialist and training.
- Provide training to the theater, technical and programming teams on in-theater protocol for run-throughs, testing, film introductions, Q&As and troubleshooting.
- Supervise panels, conversations and other festival events as needed.
- Collaborate with the Publicity team on the press release schedule and on the development of pitches and materials for media outlets and interviews.
- Create forms and records to document program activities, which includes collaborating with the Director, AFI Exhibition on the festivals' annual post-event survey and preparing comprehensive post-festivals wrap report
- Collaborate with other Department/Program Heads as needed to ensure program needs are being met across the organization.
- Coordinate the delivery of services among different program activities to increase effectiveness and efficiency.
- Perform other duties and responsibilities as assigned.

EXPERIENCE/SKILLS REQUIRED

- Bachelor's degree required.
- Minimum eight years of programming experience at a major film festival.
- Minimum six (6) years supervisory experience.
- An excellent public speaker who is comfortable presenting films and filmmakers, leading discussions, participating in panels, and being interviewed by the media.
- Excellent knowledge of the history of film and filmmakers – Classic, Foreign and American.
- Strong knowledge of commercial, independent, and international cinema professionals (agents, publicists, sales agents, distributors) and a sound understanding of film festival execution.
- Strong knowledge of the history of the commercial and independent business of film.
- Strong relationship within the film community and solid film industry contacts.
- Knowledge of film festival theater and operations management.
- 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.
- 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 strong grammatical and proofreading abilities. This includes strong writing skills, especially in crafting compelling notes and synopsis for festival literature and materials for the web, quick guide and program guide.
- Strong leadership, time management, organizational and multi-tasking skills coupled with the ability to work independently and with minimal supervision.
- Ability to deal with rapidly shifting priorities.
- 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.
- Excellent computers skills with strong knowledge in FileMaker Pro and Microsoft Office suite of programs in a Mac environment.
- Proficient in social media and web applications (Facebook, Twitter, WordPress, YouTube, CMS).
- Ability to work calmly under pressure.
- Personal integrity and the ability to inspire confidence and trust.
- Knowledge and passion for film and television preferred.
- Must be able to work some evenings and weekends and be available by personal cell phone during non-office hours for time sensitive, business-related communications.

SUPERVISION:

The Director, Programming performs all duties and responsibilities under the guidance and supervision of the Director, AFI Exhibition.

FULL-TIME___X___   If full-time, number of months per year___12___

PART-TIME_____   If part-time, number of hours per week_____

REGULAR___X___   TEMPORARY_____

INCUMBENT: DOH:

_____   _____

Employee's Signature   Date   Supervisor's Signature   Date