

AMERICAN FILM INSTITUTE
JOB DESCRIPTION

POSITION: Website Editor and Writer
DEPARTMENT: AFI Silver Theatre and Cultural Center
LOCATION: Silver Spring, MD

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 Website Editor and Writer proofreads and edits all programming copy for AFI Silver, as well as writing select copy. The Website Editor and Writer is responsible for updating and maintaining AFI Silver's website and select social media channels, and creating select digital and printed promotional content.

PRINCIPAL DUTIES:

- Proofread and edit all programming copy for AFI Silver used in printed and digital program materials and other forward-facing promotional content.
- Write AFI copy as assigned by the Director, AFI Silver, and the Director, AFI Programming.
- Ensure accuracy of all written programming materials with thorough fact-checking, copy editing and proofreading, reviewing for AFI Style guide adherence and message consistency.
- In collaboration with the Creative Services team and other AFI staff, populate, update and maintain AFI Silver's web presence and select social media channels. Remain aware of trends in digital media and make recommendations as necessary for web and design improvements.
- Create select promotional materials (e.g., web banners, printed flyers, e-blasts etc.), and ensure they are attractive and targeted to intended audiences.
- Perform other duties and responsibilities as assigned.

EXPERIENCE/SKILLS REQUIRED:

- Bachelor's degree required. English degree preferred.
- Experience with WordPress preferred.
- Experience with website editing and professional writing and editing required.
- Exceptionally detail-oriented with the proven ability to handle numerous tasks with appropriate follow-up and reporting activities.
- Can 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.

- Strong time management, organizational and multi-tasking skills coupled with the ability to work independently and with minimal supervision.
- Excellent oral and written communication skills, including strong grammatical and proofreading abilities, with the ability to convey complex concepts and procedures in simplistic terms.
- Strong diplomacy skills and professionalism are mandatory; this includes the ability to maintain complete confidentiality and discretion at all times.
- Excellent Internet and computer skills with strong knowledge of WordPress, XML programming, Adobe Photoshop or InDesign, Microsoft Word, Excel and PowerPoint in a Mac environment.
- Ability to work calmly under pressure.
- Personal integrity and the ability to inspire trust and confidence.
- Must be available by personal cell phone during non-office hours for time sensitive, business-related communications.

Salary range: \$60-\$63k