

AMERICAN FILM INSTITUTE

JOB DESCRIPTION

POSITION: Manager, Engagement
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 RESPONSIBILITY:

The Manager, Engagement will oversee AFI Silver's efforts to engage our local and regional community of film lovers beyond the transactional level, to encourage both higher-level support and strengthen community spirit. Main areas of oversight include managing the Silver Cinema Club as both a means of community engagement, and a revenue builder; managing our educational opportunities for local primary, middle and high school students; and, in collaboration with the Director, AFI Silver, manage AFI Silver's local arts, education and community-oriented grants and funding opportunities.

PRINCIPAL DUTIES:

- Actively manage AFI Silver's Silver Cinema Club, including timely replies to all queries; building rapport and strong relationships with upper-level members through correspondence and in-person interaction, and follow through on all upper-level benefit deliverables.
- Conceive and deploy periodic outreach campaigns to encourage new members to join the Silver Cinema Club, using our Movio CRM, social media and/or direct mail. Collaborate closely with the Director, Marketing and Events and Director, AFI Silver Theatre on best approaches and messaging.
- Collaborate with the Director of Marketing and Events and the Director, AFI Programming on the planning of periodic Silver Cinema Club events, including free screenings, advance screenings, and receptions that allow for social interaction among AFI Silver staff and supporters.
- In collaboration with the Director, AFI Silver, coordinate communications and occasional focused events with upper-level supporters, including helping to identify opportunities to cultivate new prospects.

- Collaborate with the Senior Manager, Theatre Operations to update the Vista theater management system for Silver Cinema Club uses, including benefit delivery, renewals, updating contact lists and generating reports.
- Actively research and identify new prospects and opportunities for local arts, education, and community-oriented grants and funding opportunities.
- In collaboration with the Director, AFI Silver, assist with management and preparation of grant writing and reporting for all of AFI Silver's local arts and programs.
- Identify and cultivate prospects for cultural and community partnerships on select AFI Silver events, and manage process including outreach, fund raising and deliverables.
- Serve as AFI Silver's primary liaison with the local educational community and oversee scheduling and coordination of all educational screenings for local primary, middle and high school classes, including on-site logistics for all visits; coordination with the Tech team on screening events; and on-stage welcomes and introductions as appropriate.
- Recruit and oversee the volunteer training and management, when appropriate. In collaboration with the Manager, Human Resources coordinate communication between AFI staff and volunteers relevant to assignments, conduct and AFI policies.
- Regularly consult and update prospect and donor lists using the AFI donor database, Tessitura.
- Coordinate with members of AFI's Advancement team in Los Angeles to ensure best practices and aligned goals on all strategic plans and messaging.
- Perform other duties as assigned.

EXPERIENCE/SKILLS REQUIRED:

- Bachelor's degree required.
- Four years hands-on fundraising or member cultivation experience.
- Minimum two years direct supervisory/management experience.
- Proven capacity to successfully write grants and secure funding, combined with experience working with individual and foundation donors.
- Experience with Customer Relationship Management (CRM) programs for external communications and campaigns.
- Experience using a donor database system (preferably Tessitura) for record keeping and consultation.
- Demonstrated knowledge of best practices for gift solicitation techniques and campaigns.
- Strong leadership, time management and multi-tasking skills, coupled with the ability to work independently and with minimal supervision.
- 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.
- Exceptional organizational and project management skills, including the ability to manage multiple high-level projects and priorities simultaneously.

- Excellent oral and written communication skills with the ability to convey complex concepts and procedures in simple terms.
- Excellent computer skills with strong knowledge of Microsoft Word, Excel and PowerPoint in a Mac environment.
- Genuine interest in film and support of AFI's mission with natural ability to articulate this mission to others.
- Must possess a positive and professional attitude with the ability to work as a member of a high-energy, results oriented team.
- Strong diplomacy skills and professionalism are mandatory; this includes the ability to maintain complete confidentiality and discretion.
- Ability to work calmly under pressure.
- Personal integrity and the ability to inspire confidence and trust.
- Experience or knowledge of the arthouse film sector and current trends in film exhibition highly preferred.
- Commitment to the success of AFI Silver and AFI.
- Availability to work occasional early morning, evening and weekend events as required.

Salary: \$58,000 - \$65,000