

AMERICAN FILM INSTITUTE JOB DESCRIPTION

POSITION: Chief Communications Officer
DEPARTMENT: Communications
LOCATION: Los Angeles Campus

PRINCIPAL RESPONSIBILITIES:

The Chief Communications Officer is a key member of AFI Senior Management, a multi-dimensional strategist with hands-on responsibility for crafting, sustaining and managing the Institute's reputation as seen and understood by the public.

This person is an expert in how to create, write and tell a story.

This person is a problem solver – equally at ease with crisis management and articulating the power and importance of an American art form.

This person is dedicated to crafting a blueprint designed to increase the global impact of the Institute as a sum of its programs – measured by impressions, incremental donor support and membership.

This person is an inspired manager and mentor – one who supervises a team tasked to deliver the story to the world. At AFI, this currently includes Web Services, Social Media and Creative Services, and also requires a daily interface with the vast and varied AFI programs (AFI Conservatory, AFI Productions, AFI Exhibition and others) and service departments (Advancement, Operations, Special Events and others).

Responsibilities include – but are not limited to – all AFI press and publicity, including editorial and creative design for web, social media, print and promotional materials. Responsibilities also include tracking performance metrics and ROI for these activities.

And an imperative – this individual is personally passionate about the movies, television and all screen stories.

PRINCIPAL DUTIES:

- Articulate annual department goals in partnership with AFI Senior Management. Develop a strategic plan with integrated tactics, aligned with AFI's overall strategic goals and annual budget.

- Inspire the creation of all messaging and branding, including communications and creative design materials – press releases, story pitches, advertising and promotion materials, CEO remarks and speeches, public statements and more.
- Choreograph individual program/department goals into a unified Institute story to communicate AFI's brand promise, to protect and elevate the brand and to enhance the positioning of the Institute around the world.
- Develop and maintain quality control to ensure all communications and creative design are delivered on time and within budget.
- Identify, cultivate and maintain relationships with media influencers such as publishers, editors, reporters, bloggers, PR professionals and industry leaders to ensure effective management of AFI story creation and placement across all platforms.
- Direct AFI's web and social media services to ensure the AFI story is optimized.
- Oversee all communication activities related to AFI special events, including press accreditation, talent alerts and red-carpet activities.
- Perform ongoing assessment and annual review of AFI Communication needs across the organization based on performance metrics.
- Maximize the latest Communications techniques and tools.
- Perform other duties and responsibilities as assigned.

EXPERIENCE/SKILLS REQUIRED:

- Bachelor's degree required; Master's degree preferred.
- Minimum 10-years experience as a hands-on senior communications strategist for a national organization, ideally in the arts and a prominent non-profit.
- A gifted spokesperson and effective communicator – oral, written and visual – who can produce high volume, high quality and effective messaging tailored to the AFI brand.
- Self-confident and naturally persuasive, the candidate has a command of the press and thrives on achieving ambitious goals through hard work and persistence.
- Demonstrated achievement in collaboration.
- Strong leadership, time management and multi-tasking skills.

- A commitment to perfection – where all materials are accurate, error-free and ready for the public eye.
- Proficient in the language of social media outlets – including Facebook, Snapchat, Instagram, Twitter, YouTube – and versatile in all current communications software, including Microsoft Word, Excel, PowerPoint and Keynote.