

AMERICAN FILM INSTITUTE

JOB DESCRIPTION

POSITION: Manager, Written Communications
DEPARTMENT: Marketing Communications
LOCATION: Los Angeles Campus

PRINCIPAL RESPONSIBILITIES:

The Manager, Written Communications is responsible for all written communications on behalf of the American Film Institute, including the AFI Conservatory and all affiliated programs. The Manager is also responsible for crafting messaging in pursuit of the Institute's brand objectives across all internal and external communication platforms, including digital and traditional outlets. Additionally, the Manager is responsible for key communication with media outlets as it pertains to press announcements with an emphasis on cultivating and maintaining those relationships on behalf of the AFI.

PRINCIPAL DUTIES:

- Manage the print and online communications process; this includes but is not limited to the research, writing, copy editing, proofreading and execution of all materials for newsletters, brochures, discipline specific programs, support materials for fundraising efforts, handbooks, festival programs and any other like materials.
- Manage the media communications process; this includes but is not limited to the research, writing, copy editing, proofreading and execution of all communications to media outlets including press releases, fact sheets, bios, advancement decks, executive briefing documents, Board communications and any other external correspondence.
- Manage the press database and closely cultivate relationships with key members of the press.
- Collaborate with outside agencies to support media outreach on behalf of AFI and all specific Programs.
- Gather content and conduct interviews for the various publications and newsletters issued by the organization, including but not limited to the American Film Blog.
- Edit and oversee the development and content of any AFI-related books or publications produced by third parties to ensure they meet AFI standards.
- Edit all copy for AFI.com, including the American Film blog.
- Review all materials emanating from the Marketing Communications department for accuracy, AFI style guide adherence and message consistency.

- Collaborate with the Creative Services team to offer copy support for materials needed.
- Evaluate, maintain and propose updates to the AFI style guide for consideration and approval.
- Oversee writers and proofreaders as necessary.
- Assist with social media posts, as needed.
- Perform other duties and responsibilities as assigned.

EXPERIENCE/SKILLS REQUIRED:

- Bachelor's degree in English, Communications, Cinema Studies or related field required
- Minimum five years experience as an editorial and/or corporate communications writer with copy editing, proofing and fact-checking responsibilities.
- Editorial writing skills that include live interview experience and editing for online platforms.
- Proficiency in fact-checking and copy editing.
- Working knowledge of the New York Times Style Guide and AP style.
- Comfortable in a high volume often multi-task-oriented environment.
- Comprehensive knowledge of film history preferred.
- 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.
- Strong leadership, time management and multi-tasking skills.
- 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.
- Successfully able to collaborate with all departments/levels of the organization and outside third parties in a highly professional manner.
- Proficient in PC and Mac with strong knowledge of WordPress, Microsoft Word, Excel, PowerPoint, Keynote, social media platforms and media monitoring services such as Cision.
- Ability to work calmly under pressure.
- Personal integrity and the ability to inspire confidence and trust.

SUPERVISION:

The Manager, Written Communications performs all duties and responsibilities under the guidance and supervision of the Director, Communications.