

## **AMERICAN FILM INSTITUTE**

### **JOB DESCRIPTION**

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**POSITION:** Social Media Manager  
**DEPARTMENT:** AFI FEST  
**LOCATION:** Los Angeles Campus

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#### **PRINCIPAL RESPONSIBILITIES:**

The Social Media Manager is responsible for managing all aspects of AFI FEST's social media marketing plan. In addition, the Social Media Manager is also responsible for strategically creating and implementing plans to reach festival attendance and sales goals, manage fulfillment goals with media partners and advertising outlets and for identifying cross-promotional relationships.

#### **PRINCIPAL DUTIES:**

- Work closely with the AFI Communications Strategist to develop and implement an approved social media strategy and detailed plan for the festival, which includes a schedule of digital content to be released through AFI FEST social media avenues related to programming, marketing and sponsorship agreements.
- Collaborate with the AFI Communications Strategist to establish a consistent voice representative of AFI FEST messaging in AFI's editorial style. A copy of the AFI Style Guide and the festival's style guide are available for reference.
- In conjunction with the AFI Fest Volunteers team, recruit and supervise the AFI FEST social media volunteer team to ensure the goals of the social media strategy are met. This includes creating and maintaining the work schedule for the AFI FEST social media volunteer team.
- In collaboration with the AFI Marketing & Communications and AFI FEST teams, develop and implement ideas for social media content, which will not only inform, but also increase AFI FEST online presence.
- Utilize Sprout Social to manage all AFI FEST social media accounts (e.g., Facebook, Instagram and Twitter) and track impressions and account growth.
- Work closely with the Box Office team to report customer service related issues that appear on AFI FEST social media accounts.
- Manage daily, live red-carpet coverage on AFI FEST social media accounts.
- Provide a comprehensive wrap report as outlined in the AFI FEST policy book and deliver a digital file and a hard copy of the report to the Director, Production and Operations, AFI Festivals and AFI Communications Strategist during the exit interview. All job specific reports and files must be well organized and submitted during the exit interview. A copy of the AFI FEST policy book is available for reference.
- Perform other duties and responsibilities as assigned.

**EXPERIENCE/SKILLS REQUIRED:**

- Bachelor's degree required.
- Minimum three years of marketing, media and promotions experience required.
- In-depth knowledge of the media and film community.
- 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.
- 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.
- Excellent oral and written communication skills with the ability to convey complex concepts and procedures in simplistic terms.
- Strong time management, organizational and multi-tasking.
- Strong diplomacy skills and professionalism are mandatory; this includes the ability to maintain complete confidentiality and discretion.
- Excellent computer skills with expertise in Microsoft Office (Word, Excel and PowerPoint) using the Apple Macintosh platform; FileMaker Pro and Internet savvy.
- Possess a positive and professional attitude with the ability to work as a member of a high-energy, results oriented team.
- Ability to work calmly under pressure.
- Personal integrity with the ability to inspire confidence and trust.

**SUPERVISION:**

The Social Media Manager, AFI FEST performs all duties and responsibilities under the guidance and supervision of and in conjunction with the AFI Communications Strategist, Director, AFI Festivals and the Director, Production and Operations. During designated festival timeframes, the Social Media Manager, will interface daily with festival staff while working closely with the AFI Marcom and Advancement teams.

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