



USC University of
Southern California

Film Festival Marketing Specialist Job Description

JOB INFORMATION

<i>Job Code:</i>	129251
<i>Job Title:</i>	Film Festival Marketing Specialist
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Leads employees performing similar work on a project basis.; May oversee student, temporary and/or casual workers.
<i>Job Family:</i>	Cinema/Film
<i>Job Family Group:</i>	Cinematic Arts
<i>Management Level:</i>	7 Individual Contributor

JOB SUMMARY

Oversees all aspects of producing First Look film festival and other film festivals and events. Counsels and guides student and alumni filmmakers in the film festival path. Researches market, identifies, establishes and maintains an active network of professional contacts within the film festival area. Develops marketing strategies to develop the best ways to promote the Film Catalogue. Negotiates distribution licenses and contracts on behalf of school. Identifies, gathers, produces and provides clients with contractual deliverables.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Bachelor's degree	
	X	Master's degree	

Additional Education

Check here if experience may substitute for some of the above education.

<input type="checkbox"/>	Combined experience/education as substitute for minimum education
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Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>
X		2 years	
	X	3 years	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

<input type="checkbox"/>	Combined experience/education as substitute for minimum work experience
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Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Directly related professional experience in film distribution and/or film festival planning and implementation.
X		Knowledge of entertainment business laws and practices.

Other Job Factors

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Plans, directs, attends, and oversees First Look film festival. Coordinates all logistics while monitoring equipment, goods and services. Reviews quotes from outside vendors for services and makes recommendations based on those quotes. Plans, develops and participates in the organization of other events such as seminars, panels and other additional film festivals.				
Produces and distributes First Look DVD, program, invitation, rules & regulations. Serves as a resource for First Look and other film festival information.				
Provides leadership, guidance and direction to staff and/or student workers. Schedules and prioritizes work assignments. Trains staff and/or student workers, as appropriate.				
Negotiates distribution licenses and contracts on behalf of school. Drafts and reviews legal documents to protect school and student interest in close collaboration with Office of General Counsel.				
Contributes to development and implementation of copyright policy. Oversees films to ensure no infringement of rights and clearances. Interprets policies and procedures and ensures compliance with University policies and procedures.				
Researches market, identifies, establishes and maintains an active network of professional contacts within the film festival area. Researches and explores new technologies to assist in determining new partnerships. Identifies the best partners or clients for each project.				
Attends film festivals, seminars and events. Markets to networks and initiates business.				
Develops marketing strategies to develop the best ways to promote the Film Catalogue. Develops new markets that are available to screen older films.				
Identifies, gathers, produces and provides clients with contractual deliverables such as film materials, insurance policies, rights and clearances. Identifies unauthorized use of University films and illegal sales.				
Counsels, advises, and notifies students/alumni of upcoming film festivals and strategies for entering them. Watches films and counsels regarding distribution of films worldwide.				
Generates income for the school, manages accounts, collects and redistributes royalties to students and alumni. Monitors, tracks and reconciles budget activity.				
Maintains electronic databases and other records for film festival submissions, entry fees, print tracking, and award winners.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC’s policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC’s policy at: https://dps.usc.edu/alerts/clery/			No

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.