UNIVERSITY OF SOUTHERN CALIFORNIA

Film Festival Marketing Specialist

Job Code: 129251

Grade: J
OT Eligible: No
Comp Approval: 3/28/2007

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 ACCOUNTABILITIES:

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- 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 winner.

Performs other related duties as assigned or requested. The University reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

EMERGENCY RESPONSE/RECOVERY:

Essential:  
☐ No  ☑ Yes  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.

JOB QUALIFICATIONS:

Minimum Education:

Bachelor's Degree

Minimum Experience:

2 Years

Minimum Field of Expertise:

Directly related professional experience in film distribution and/or film festival planning and implementation. Knowledge of entertainment business laws and practices.

Preferred Education:

Master’s Degree

Preferred Experience:

3 Years

Skills: Administrative:

Coordinate events
Understand and apply policies and procedures
Use database and/or word processing software

Skills: Other:

Analysis
Assessment/evaluation
Budget control
Communication -- written and oral skills
Interpretation of policies/analyses/trends/etc.
Knowledge of applicable laws/policies/principles/etc.
Lead/Guidance Skills
Marketing
Negotiation
Networking
Organization
Planning
Research

Skills: Machine:

Calculator
Computer Network (Department or School)
Computer Network (University)
Computer Peripheral Equipment
Fax
Personal Computer
Photocopier

Supervises: Level:

Leads one or more employees performing similar work
May oversee student, temporary and/or casual workers.

SIGNATURES:

Employee: ________________________________ Date: ________________________________

Supervisor: ______________________________ Date: ________________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

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