



Board of Directors

Job Descriptions and Responsibilities

Updated October 2023

Title: Executive Director

The Executive Director is the chief executive officer of The Phoenixville Film Festival, responsible for overseeing all aspects of the festival's operations. This role requires strong leadership, decision-making, and community engagement skills. The Executive Director will work closely with the board of directors, partner with the treasurer on budgeting, and collaborate with the program director to curate an exceptional festival experience.

Key Responsibilities:

1. Leadership and Decision-Making:

- Serve as the primary decision-maker, including tie-breaking decisions, in collaboration with the board of directors to ensure the festival's success.
- Provide strategic direction and vision to the organization, driving growth and community impact.

2. Community Engagement:

- Act as the main point of contact for the local community, building and maintaining strong relationships with community leaders, sponsors, and partners.
- Promote the festival's mission and values within the community, fostering support and participation.

3. Budgeting and Financial Management:

- Work in partnership with the treasurer to develop and manage yearly budgets, ensuring financial sustainability and responsible resource allocation.
- In partnership with the Festival manager, oversee funding opportunities, grants, and sponsorships to support the festival's financial needs.

4. Program Oversight:

- Collaborate with the Program Director to shape the festival's program, ensuring it aligns with the festival's mission and vision.
- Provide guidance and support to the program team while respecting their autonomy in making final film selections.

5. Event Planning and Execution:

- With in partnership with the Event Coordinator. Support the planning and execution of all festival events, ensuring they meet the highest standards of quality and professionalism.

Title: Programming Director

As the Programming Director at Phoenixville Film Festival you will play a pivotal role in curating and shaping the festival's film selection. You will lead a team of judges, review film submissions, and collaborate closely with the Executive Director to ensure a dynamic and engaging festival program that aligns with our mission.

Key Responsibilities:

1. Submissions:

- Review all submissions to assess their artistic quality, thematic relevance, and overall impact.
- Collaborate with the Executive Director to make final selections of films to be included in the festival program.
- Ensure diversity and representation of different cultures, genres, and perspectives in the film lineup.

2. Judge Recruitment and Management:

- Recruit a team of qualified judges to assist in the evaluation of film and script submissions.
- Provide guidelines and training to judges to ensure a fair and consistent review process.
- Oversee the judging process, manage timelines, and ensure all films are evaluated thoroughly.

3. Screening Schedule and Q&A Sessions:

- Create a comprehensive screening schedule for the festival, taking into account the selected films' durations and themes.
- Coordinate with filmmakers and festival guests to schedule Q&A sessions following screenings.
- Assign moderators and facilitate engaging Q&A sessions that enhance the audience's understanding and appreciation of the films.

4. Audience Engagement:

- Collaborate with the Marketing Director to promote the festival program effectively.
- Engage with the audience by introducing films, providing context, and fostering discussions around the selected films.

Title: Festival Manager

As a Festival Manager, you will play a pivotal role in ensuring the successful execution of our annual film festival. This position requires a dynamic and organized individual with a passion for the arts and a drive to build partnerships and support our mission. You will report directly to the Executive Director and work closely with various stakeholders to achieve our festival goals.

Key Responsibilities:

1. Sponsorship Development:

- Identify and Cultivate leads for potential festival sponsorships.
- Collaborate with the Executive Director to develop sponsorship strategies and packages.
- Reach out to business owners and organizations to secure sponsorships.
- Set up meetings and be a point of contact for prospective sponsors to present sponsorship opportunities and review sponsorship packets.
- Oversee sponsorship process and manage timelines.

2. Fundraising Events:

- Plan and execute fundraising events to generate financial support for the festival.
- Work closely with the marketing director to promote fundraising events.
- Coordinate with sponsors and partners for event logistics and participation.

3. Volunteer Management:

- Recruit and manage a team of dedicated volunteers for the festival.
- Develop volunteer training programs and materials.
- Assign tasks and responsibilities to volunteers and provide ongoing support.
- Ensure volunteers are well-informed about the festival's mission and goals

4. Marketing Support:

- In partnership with the Marketing manager, Assist in coordinating marketing materials and promotional efforts alongside business owners and sponsors.

5. Festival Operations:

- Oversee logistical aspects including ticketing, and guest services.
- Work closely with the Executive Director to ensure the smooth operation of all festival activities.
- Oversee Volunteers and box office during the festival dates.
- Be a point of contact for any ticket holders as guest services.

Title: Marketing Director

As the Marketing Manager of The Phoenixville Film Festival , you will play a crucial role in creating and executing marketing strategies to promote our festival. Working closely with the Executive Director and other team members, you will lead efforts to increase the festival's visibility, engage the audience, and attract sponsors.

1. Social Media Management:

- Collaborate with the Executive Director to create and execute social media content plans.
- Ensure that festival events, film screenings, and related content are promoted effectively on social media platforms.
- Schedule and publish engaging social media posts, including announcements, behind-the-scenes content, and audience interactions.

2. Sponsorship Promotion:

- Work closely with sponsors and festival manager to ensure the timely receipt of their logos and promotional materials.
- Prominently feature sponsor logos and branding in festival marketing materials, including social media, websites, and printed materials.
- Showcase the value and impact of sponsorships to maximize partner visibility.

3. Printed Materials Management:

- Oversee the creation and distribution of printed materials, including posters, brochures, and programs.
- Ensure that printed materials are readily available to the public at festival venues and information points.

- Coordinate with designers and printers to maintain the quality and accuracy of printed materials.

4. Media Outreach:

- Establish and maintain relationships with local press and news outlets.
- Distribute festival information, press releases, and media kits to encourage coverage and promotion of the festival.
- Monitor media coverage and report on its impact.
- Recruit a photographer and videography for festival for future promotional needs

5. Audience Engagement:

- Develop strategies to engage and interact with the festival's online audience.
- Respond to inquiries, comments, and feedback on social media channels.
- Encourage audience participation and interaction during events and screenings.

Title: Treasurer

As the Treasurer of The Phoenixville Film Festival, you will play a crucial role in managing the organization's financial health and ensuring that resources are effectively allocated to support the festival's mission. You will work closely with the Executive Director, Festival Manager, and other team members to maintain financial stability and plan for future growth.

Key Responsibilities:

1. Budget Management:

- Develop and manage the overall budget for the film festival in collaboration with the Executive Director.
- Monitor income and expenses, ensuring adherence to the budget and financial goals.
- Provide regular financial reports and updates to the board of directors and key stakeholders.

2. Expense Approval

- Review and approve unplanned expenses related to the film festival, including vendor payments, event costs, and operational expenditures.
- Ensure that expenses are in line with the approved budget and financial policies

3. Sponsorship Funds

- Collaborate with the Festival Manager to track incoming sponsorship funds and ensure they are deposited into the organization's bank account.
- Maintain accurate records of sponsorship contributions and work with sponsors to address any financial inquiries or needs.

4. Bank Account Management:

- Manage the organization's bank account(s) and financial transactions.
- Oversee deposits, withdrawals, and reconciliations to maintain accurate financial records.

5. Financial Planning:

- Work with the Executive Director and board of directors to plan for future festival expenses and financial sustainability.
- Assist in developing financial strategies and fundraising efforts to support the festival's growth and long-term success.
- Implement financial policies and procedures to safeguard the organization's financial stability and assets.
- Identify and address any financial risks or challenges that may arise

Title: Events Coordinator

As the Events Coordinator at Phoenixville Film Festival , you will play a pivotal role in planning and executing a wide range of festival events, excluding film screenings. Your creativity, organizational skills, and attention to detail will contribute to the overall success and memorable experiences for our festival attendees.

Key Responsibilities:

1. Event Management:

- Plan, coordinate, and oversee all festival events, excluding film screenings, such as workshops, panels, after-parties, and special gatherings.
- Ensure that events run smoothly, on schedule, and within budget.
- Collaborate with various teams, including marketing, programming, and volunteers, to execute successful events.

2. Venue Selection and Management:

- In partnership with the Festival manager, find suitable locations for festival events and secure venues.
- Coordinate with venue staff to ensure logistics, technical requirements, and event setups are in place.
- Oversee the setup and breakdown of event spaces.

3. Moderator Assignment:

- Identify and assign moderators and facilitators for panel discussions, and workshops.
- Communicate expectations and guidelines to moderators to ensure engaging and informative sessions.

4. Workshop and Panel Creation:

- Develop and curate workshop topics and panel discussions in collaboration with the Programming Director and other team members.
- Identify relevant industry experts, filmmakers, and speakers to participate in panels and workshops.
- Ensure that workshop and panel content aligns with the festival's mission and audience interests.

5. After-Party Planning:

- Organize and manage festival after-parties, ensuring a vibrant and enjoyable experience for attendees.
- Collaborate with venues, entertainment providers, and sponsors to create memorable after-party events.