



<b>Position Title:</b>	Director, Corporate Development - MIFF		
<b>Reports To:</b>	MIFF Executive Director		
<b>Department:</b>	Miami International Film Festival (MIFF)	<b>Job Code:</b>	0190
<b>Prepared By/Date:</b>	Jaie Laplante/08-11-2011	<b>Job Group:</b>	PEC
<b>Approved By/Date:</b>	Lula Rodriguez/08-22-2011	<b>Salary Grade:</b>	17
<b>Revised:</b>	Donna French/08-22-2011	<b>FLSA Status:</b>	Exempt

### **Summary:**

This position is responsible for initiating, securing and fulfilling relationships between the Miami International Film Festival's major stakeholders, including industry and press sponsors. Provides proactive outreach in Festival fundraising efforts and interaction with members of the international, national and local business communities.

### **Essential Duties and Responsibilities:**

- Cultivates corporate prospects for sponsorship of MIFF, refining opportunities and benefits packages to suit the overall goals of the prospect. Works in conjunction with MIFF executive team to determine best opportunity/area within MIFF for the prospect, and successfully closes deals to support MIFF annual and multi-year goals
- Creates strategies based on executed agreements for each of MIFF's major corporate sponsors to activate their benefits, including but not limited to: on-site collateral marketing, media coverage, ticket distribution and public representation
- Develops short-term and long-term industry based programs and strategic relationships which will enhance MIFF's international stature and programs, including facilitating partnerships which will result in creative and practical contributions to MIFF
- Obtains results with credit mechanisms for MIFF's industry work via extensive coverage and impressions through trade media and media in general
- Oversees operations of the MIFF Special Industry program and office including; scheduling, volunteers, accreditation levels, benefits and online registration system
- Promotes MIFF Industry accreditation to local, national and international film professionals; works to identify relevant and significant industry guests and secure their attendance
- Obtains lists of all festival guests and becomes knowledgeable of key guests and priorities
- Develops and implements a marketplace component for MIFF, including an Industry viewing library during the Festival, and tracks Industry and acquisition deals that may take place in relation to MIFF programming and industry attendance
- Administers the Florida-Focus/Cinemaslam programming and all operation processes
- Supervises the festivals engagement with emerging platforms such as VOD and developing internet entertainment delivery systems and trends
- Works collectively with the MIFF team to secure in-kind partnerships on as many festival budget items as possible
- Solicits strategic partnerships to provide creative and practical contributions to program quality
- Performs other duties as assigned

### **Knowledge, Skills and Abilities:**

- Excellent written and oral communication skills
- Knowledge in Microsoft Office applications, personal computers, and database systems
- Knowledge of lifestyle event marketing concepts, and international film industry structure and trends
- Demonstrates skills in planning, analysis, human relations, consultation, and ability to organize and manage tasks in a timely manner

- Ability to work well in a multi-ethnic and multi-cultural environment with students, faculty and staff

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The employee is occasionally required to walk and sit.

The employee must occasionally lift and/or move up to 10 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**Essential Personnel:**

Non-Essential

**Minimum Requirements:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Master's degree and four (4) years related experience; or Bachelor's degree and eight (8) years of related experience

**ACKNOWLEDGEMENT**

I have read and acknowledge receipt of a copy of my job description.

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Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name