

CINEMA PROGRAMS MANAGER

Job Description

SIFF's mission is to create experiences that bring people together to discover extraordinary films from around the world. It is through the art of cinema that we foster a community that is more informed, aware, and alive.

OVERVIEW AND IMPACT:

Reporting to the Artistic Director, the **Cinema Programs Manager** will conceptualize and supervise cinema programs for all SIFF year-round venues, contribute to SIFF's overall strategic planning, and collaborate with other staff for approaches to cinema promotions, theatre improvements, community programs and partnerships, and other year-round fundamentals.

PRIMARY DUTIES & RESPONSIBILITIES:

Cinema Program Management

- Creating programming strategies for calendar screens, a combination of new independent film releases, repertory programs, interactive events, and collaborations with outside organizations and artists.
- Researching and implementing new programs by communicating with distributors, other ground-breaking exhibitors, and potential collaborators.
- Maintaining database of all cinema programs, working directly with distributors to negotiate costs and manage all in-house aspects of cinema bookings.
- Maintaining knowledge about upcoming first-run film releases and work directly with SIFF's contract booker to suggest the best films for our cinemas and implement engagements when they are booked.
- Collaborate with the marketing department on strategies for cinema programs, including approaches to in-cinema marketing, advertising, printed materials, and social media.
- Copy-writing of all content for printed materials (such as monthly flyers, calendar, ad copy), as well as website and digital copy.
- Be an active physical presence at cinema screenings, events, programs, and in the film community, including introducing programs, working with guests for screenings, and providing a resource for audience interaction.
- Working with Festival Programming Manager on the planning of "mini-festival" programs.
- Participate in programming for the Seattle International Film Festival (May/June).
- Collaborate with programming on year-round offsite community partnerships, screenings, and events, including SIFF Supports and one-off screenings at partner venues and organizations.
- Work with the Rentals Manager to maintain a balance of first run, calendar, SIFF Supports, and rental events in the cinemas.

Strategic Planning

- Building program budgets, evaluating and re-calibrating programs as needed by assessing costs and benefits.
- Finding creative ways to increase the profile of first run bookings and "eventizing" new releases.
- Work with programming team on new programming opportunities and brainstorm ways to interweave programs with development, marketing, education, and other departments.
- Increase audience retention and enthusiasm by finding opportunities to combine cinema programming with membership benefits, value added promotions, and other loyalty programs.
- Working with Operations team on ways to continually improve the patron experience and general year round operations.
- Actively seek, through diverse and unique programming, to bring in new audiences, develop community in traditionally underserved populations, and work to create a place for community and film art of all forms.

Administrative

- Working with the Box Office Manager on setting weekly show times and confirming and sharing information across the organization, as well as to film listing services.
- Coordinating weekly trailer packages and slideshows with operations.
- Layout and send weekly marquee sheet.
- Research program and promotion partners.

- Help coordinate and order materials for interactive programs, including finding hosts and partners.
- Work with Programming Coordinator and Marketing team to ensure delivery of promotional materials.
- Work with Rentals Manager to approve dates and timing for cinema rentals.
- Manage cinema program intern.

QUALIFICATIONS:

- Extensive knowledge of film exhibition practice gained through experience programming at a cinema, museum, festival, or film archive.
- Knowledge of commercial film distribution, including familiarity with specialty distributors, studios and archival collections.
- Intellectual curiosity, creativity, and enthusiasm for bringing distinctive film and video programs to a broad public in accessible ways.
- Strong time management, organizational and multi-tasking skills; able to set priorities and meet deadlines as well as work independently and with minimal supervision.
- Proven project management skills with the ability to take a project from conception through completion.
- Excellent oral and written communication skills.
- Ability to collaborate internally and externally, and cultivate strong relationships with community partners, donors, and colleagues.
- A positive and professional attitude with strong diplomacy skills and professionalism; this includes the ability to maintain confidentiality and discretion at all times.
- Ability to work effectively on cross-functional teams in a shared office environment.
- Knowledge of Mac OS and MS Office; Filemaker; Google mail, calendar, and Drive; Adobe Acrobat. Able to learn new programs for website interface and ticketing systems.
- Experience with non-profit arts institutions desirable

TO APPLY:

Email letter of interest and resume to siffjobs@siff.net indicating **Cinema Programs Manager** in the subject line.

SIFF is an equal opportunity employer. We seek to hire candidates that reflect the cultural diversity of our community. We believe every employee has the right to work in an environment free from unlawful discrimination as is consistent with our commitment to diversity, respect, and inclusion. Consistent with applicable federal, state, and local laws, SIFF provides all employees and applicants with equal opportunity in all aspects of the employment relationship.