



POSITION DESCRIPTION

DIRECTOR OF DISTRIBUTION & EDUCATIONAL PROGRAMMING

ABOUT FRAMELINE

Frameline's mission is to change the world through the power of queer film. As a media arts non-profit, Frameline's programs connect filmmakers and audiences in San Francisco and around the world. Frameline's integrated programs provide critical funding for emerging LGBTQ+ filmmakers, reach hundreds of thousands with a collection of more than 250 films distributed nationally, and create an international stage for the world's best queer film through the San Francisco International LGBTQ+ Film Festival and additional screenings and cinematic events in person and online.

THE POSITION

The Director of Distribution & Educational Programming manages three of Frameline's six programs; Frameline Distribution, Frameline Voices and Youth in Motion. The ideal candidate will excel in overseeing strategy, implementation, and logistics for film acquisition, distribution, and educational programs, and developing and fostering relationships with key industry stakeholders (filmmakers, sub-distributors, platforms, broadcasters, media, educators, and organizations). The candidate must possess an understanding of and passion for LGBTQ+ film and media arts, and have a familiarity with queer communities.

This is a full-time, exempt, position with benefits. Work schedules require expanded hours and flexibility during peak periods, especially during the San Francisco International LGBTQ+ Film Festival, held each June, and other peak seasons including the royalty period twice annually. The salary will be commensurate with the candidate's abilities and experience and please also refer to salary range below. Frameline offers medical, vision, and dental insurance, 403(b) retirement plan, paid vacation and sick time.

Reports to: Executive Director

Salary: \$75,000 - \$78,000

Status: Exempt Regular Full Time

Supervises: Distribution & Educational Programming Associate, interns

QUALIFICATIONS AND QUALITIES

- Experience in or extensive knowledge of film distribution; including an understanding of the educational market, VOD, broadcast, festival/screening rentals, etc. Existing relationships with broadcasters, sub-distributors, platforms, and other clients in the educational and/or commercial distribution industry is a plus
- A minimum of five years' experience and demonstrated success in non-profit and/or media arts industries
- Experience and success in project management with a demonstrated ability to prioritize and balance multiple tasks, create deadlines, manage staff and outside contractors, and ensure completion of projects
- Experience in or extensive knowledge of education or arts programming for impact, ideally for youth and young adults
- A commitment to Frameline's mission and an understanding of its programs and role in broader LGBTQ+ movements, queer communities, and the media arts field
- Familiarity with film, video, and digital exhibition formats as well as an understanding of analog formats
- Familiarity with film industry legal contracts and agreements, and the ability to be a liaison with legal counsel for support
- Understanding of budgets and budgeting, with an ability to maximize financial resources for optimal return. Experience with generating royalty or other financial reports is a plus
- Excellent communication, interpersonal, and organizational skills
- Background in sales, marketing and promotion, and customer relations is a plus
- Proficiency to cultivate meaningful relationships with filmmakers, producers, industry stakeholders, and funders
- Capacity to take initiative, build consensus, and work effectively across internal departments
- Exceptional verbal and written communication skills, and strong attention to detail
- Ability to work independently as well as part of a team
- Fluency in MS Office, FileMaker Pro, QuickBooks accounting software, and online distribution platforms as needed (Vimeo, YouTube, etc.)
- Flexible, creative, and able to thrive in a fast-paced environment
- Willingness to travel to targeted regional and national conferences, festivals, and other film/media industry and education events as needed (approximately two to six times per year)

DUTIES & RESPONSIBILITIES

DISTRIBUTION - APPROXIMATELY 50-60%

- Oversee distribution activities for Frameline's catalog of over 250 films, including educational and home video DVD sales, video on demand (VOD) and educational streaming, rentals (film festivals, theaters, etc.), clip licensing, special events (museum exhibits, etc.), and ancillary markets (e.g., airlines).

- Identify and proactively pitch to sub-distributors and partners/platforms in broadcast, VOD, educational market (e.g., universities, colleges, public libraries) and other distribution channels for film licenses and sales. Manage agreements and deliverables with successful pitches
- Identify new film acquisition prospects and acquire new titles through a process of negotiating terms and finalizing contracts with filmmakers, and coordinating with internal legal counsel for support
- Create and assist in executing marketing plans for educational and commercial releases of Frameline Distribution films, including email blasts, online ad purchases, press pitches, and other marketing and outreach efforts, as needed
- Oversee department invoicing using QuickBooks, and support tracking accounts receivable
- Coordinate with Distribution & Educational Programming Associate to:
 - Ensure on time delivery of assets across all activities, including for rentals, sub-distributors, and partner platforms, and DVD fulfillment for educational and home video DVD sales
 - Maintain database (FileMaker Pro) and distribution online systems and websites (Frameline and Shopify), adding titles, removing titles, and generating reports
- Manage the semi-annual royalty payment process including calculation of royalties, creation of reports, maintenance of financial records (QuickBooks) and database (FileMaker Pro), filmmaker/producer communication, and release of payment in coordination with Finance Contractor
- Attend industry related screenings, events, and conferences, as needed.

VOICES- APPROXIMATELY 5-10%

- Lead the launch of the next phase of Frameline Voices, an initiative that highlights short films about underrepresented stories in mainstream media and LGBTQ+ communities (e.g., people of color, trans and non-binary communities, youth, elders) and makes them available online for free. Responsibilities may include strategy development, partnership building, curation, press and promotion, and negotiating licenses with filmmakers.
- Coordinate with Distribution & Educational Programming Associate and Communications Manager to support technical logistics and promotion of films
- Develop and track program metrics on impact

YOUTH IN MOTION (YIM) - APPROXIMATELY 20-30%

- Oversee strategy and implementation of Youth in Motion (YIM), a national education program that provides free LGBTQ+ films for free to K-12 schools across the US. Currently serves approximately 28,000 students annually at more than 1,400 schools in all 50 states
- Review and select films to be included in YIM and used for curriculum development
- Negotiate film licenses and manage agreements

- Oversee Distribution & Educational Programming Associate and interns to support:
 - Digital media needs for the program, including asset intake, DVD authoring, working with a DVD duplication house
 - Launch of new YIM DVD collection at the beginning of the year, coordinating logistics for fulfillment of 1,400+ packages
 - Day-to-day logistics, including DVD fulfillment for new school registrations, database maintenance (FileMaker Pro and Google Forms), and responding to general inquiries
- Manage creation of the YIM curriculum, including development of overarching direction and themes of lesson plans, recruiting and managing contractors including curriculum writer, copy editor, guide advisors, and designers
- Support outreach, engagement, and partnership development with schools, districts, and LGBTQ+ and educational organizations to increase K-12 school registrations for the program. May include participation and travel to conferences, (e.g., Time to Thrive, Stonewall Symposium, SFUSD GSA Day, GSA Network Youth. Empowerment Summit, etc.), and developing and presenting workshops to train educators and/or youth on best practices for the program.
- Oversee YIM evaluation, including development of annual organizer and audience surveys. Collect, collate, and analyze data to develop summary reports of the program's impact for internal improvements and fundraising efforts.
- Recruit, support, and oversee an annual group of Student Advisors to help support program development and participant feedback

FESTIVAL - APPROXIMATELY 5%

- Curate a short film program about LGBTQ+ youth and young adults for the annual San Francisco International LGBTQ+ Film Festival
- Support promotion of youth shorts program, including partnership development and engaging with local schools, districts, and youth organizations
- Provide additional support, which may include moderating film intros and Q&As, panel creation, and programming, as needed.
- Participate in key Festival events

GENERAL ADMINISTRATION - APPROXIMATELY 5%

- As a senior staffer of Frameline, participate in strategic planning, Board Meetings, budgeting, and other organizational activities, as required
- Support grant related activities (proposal and report writing) for Distribution & Educational Programming
- Develop and manage departmental budgets and monitor expenses and revenues; keeping within budget guidelines

TO APPLY:

Please send cover letter, resume, two writing samples, and salary requirements via email to:

James Woolley, Executive Director

jwoolley@frameline.org

Subject: Director of Distribution & Educational Programming Search

Application Deadline: Tuesday 1 October 2019, 5pm

Early applications encouraged. No phone calls, please.

Frameline is an equal opportunity employer and is firmly committed to complying with all federal, state and local employment opportunity ("EEO") laws. Frameline strictly prohibits discrimination against any employee or applicant for employment because of the individual's race, creed, color, sex, religion, national origin, age, gender identity or expression, sexual orientation, height and weight, disability, marital status, partnership status and any other characteristic protected by law.