

EMPLOYMENT OPPORTUNITIES

POSITION: Marketing & Community Outreach Associate **TERM:** March 1, 2012 - May 16, 2012
PAY: \$2,250 stipend (Half-time, Full-time during Festival Week, exempt, temporary, no benefits)

JOB DESCRIPTION:

The Festival Marketing & Outreach Associate will work with the Executive Producer and Festival Director to implement outreach efforts to community partners for the 28th annual Los Angeles Asian Pacific Film Festival, May 10 through May 20, 2012. The Marketing & Outreach Associate will assist the Festival Director and Senior Programmer in writing program notes, organizing assets, and copyediting for all film festival program materials including the program book, mini-guide and other relevant collateral pertaining to the film festival. This allows the associate to have a full sense of the film festival program, and to fully familiarize oneself in the next phase of the position, community outreach. The associate must research community and university partnerships and coordinate Film Festival co-presentations with partner organizations. He/she will also assist with providing editorial and advertising content for print and online Festival promotional materials; and will report to the Executive Producer and Festival Director.

DUTIES AND RESPONSIBILITIES:

- Work with the Festival Director to research and identify outreach strategies to develop community partnerships
- Work with Festival Director to: a) solicit community presenting partnerships, b) coordinate and provide Visual Communications presence at community events and school/organization functions, c) direct outreach to various student and community organizations, as needed
- Assist in scheduling speakers and also fill in to conduct introductions before film festival screenings
- Work with the Festival Director to execute effective field promotions, inc. disseminating program calendars and flyers to community sites, placement of environmental signage and one-sheet posters, distribution of artists' postcards and flyers, etc.
- Complete post-Festival activities: evaluation, manual, and thank-you letters to co-presenters
- Other related duties and activities, to be determined in collaboration with the Festival Executive Producer and Festival Director

QUALIFICATIONS:

- Possess a valid California driver's license and automobile insurance
- Excellent written and verbal communication skills
- Attention to detail; strong organizational skills
- Working knowledge of local Asian Pacific American arts, social service, civic and youth organizations; and local APA businesses desired
- Have a cursory knowledge of Asian American film or independent cinema, but not required
- Must be able to multi-task and work in a fast-paced environment
- Proficiency with Macintosh-based programs: Microsoft Word and Excel, Filemaker Pro, e-mail clients, and social networking sites
- Ability to work with (and learn from) diverse ethnic communities and individual personalities

TO APPLY:

Please send a resume and cover letter by **February 3, 2012** (RECEIPT Date) to:

Shinae Yoon, Executive Director, VISUAL COMMUNICATIONS

120 Judge John Aiso St., Basement Level, Los Angeles, CA 90012 or via email to **shinae@vconline.org**. No phone calls, please.

ABOUT VISUAL COMMUNICATIONS

Founded in 1970, Visual Communications is a full-service media arts center dedicated to the honest and accurate portrayals of Asian Pacific American peoples, communities and heritage through the media arts. Our mission is to promote intercultural understanding through the creation, presentation, preservation and support of media works by and about Asian Pacific Americans. Visual Communications is the presenter of The Los Angeles Asian Pacific Film Festival, Southern California's premier showcase for Asian Pacific American and Asian international cinema. Visual Communications is an equal opportunity employer.

