



Creative Director

Expanded List of Duties

The **Creative Director** will work under the overall direction of the **Festival Director (FD)** and will be responsible for:

- Implementing the creative and artistic vision for the 2019 ReFrame Film Festival in keeping with ReFrame's Vision and Mission statements:
(reframefilmfestival.ca)
- Chairing and facilitating ReFrame's Programming Committee to select films for ReFrame 2019
- Taking the lead role in identifying films for consideration by the Programming Committee for ReFrame 2019
- With the FD, managing the current online submission process, and contributing to its improvement/re-development
- Vetting online submissions to assess their suitability for ReFrame
- Working closely with the FD to ensure that there is a 'fit' for festival sponsors with the films selected
- Working with directors, film distributors and other sources to secure all the selected films for the festival; notifying unsuccessful submissions
- Mapping out the festival schedule
- Organizing and managing the attendance of invited directors/producers /subjects/other special guests at the festival
- Working closely with the FD and outside contractors, directing the production of all festival materials, including the catalogue(s), posters, tickets, swag and all other promotional materials for the festival
- With the FD, managing and developing ReFrame website content
- Coordinating (with the FD) the publicity and promotion for the festival
- Generating and/or overseeing social media content for the festival
- Managing all aspects of securing and selling 'swag' at the festival
- Developing all programming supplemental to films: panel discussions/related creative performances, etc.

- Organizing Friday and Saturday evening events and other receptions for filmmaker networking, etc.
- Organizing opening speakers and emcees as needed throughout the festival
- Supervising the curation of any community arts projects and installations/exhibits that accompany the festival each year
- Working closely with the FD to ensure all aspects of the day-to-day logistics of ReFrame 2019 run smoothly
- Working with the FD and the Collective/Board to develop in the initial stages the creative vision of ReFrame 2020
- Working with the FD in the grant writing process to capture the agreed upon vision for ReFrame 2020
- Assisting in determining additional granting opportunities for the festival
- Assisting as required to ensure the success and development of ReFrame 2019
- Performing other administrative duties as required

Updated March 26, 2018