

# TKFF 2017 staff qualifications and responsibilities:

## 2017 Programming Department Staff Member

### **Responsibilities:**

Reporting directly to Senior Programmers and Programmers, Programming Staff will take on supportive roles for the following:

1. Selection of films and creation of festival programmes.
2. Seeking and maintaining communication/relations with film distributors.
3. Producing reviews and discussion material of selected films and festival programmes.
4. Reception, review and final selection of submissions for Korean Shorts Programme.
5. Organizing a Cinema Forum and post-film Q&A sessions.
6. Researching, filing, and archiving Korean films and festival information (including data entry and update).

### **Minimum requirements:**

1. Must have working knowledge of Korean cinema or cinema in general, whether from experience or education.
2. Must be proficient in film analyses and discussion, as well as writing film reviews and film program descriptions. Academic interest in Korean cinema is an asset.
3. Must have strong research skills and an eye for detail; must have a strong passion for Korean culture in general and Korean cinema in particular.
4. Must have excellent organizational skills, particularly for document and data collection and archive.
5. Must be proficient in English. Working knowledge in Korean, Chinese, Japanese, or French (reading, writing, and speaking) is an asset.
6. Oratory and public presentation skills such as leading discussions, receiving questions from audience members and conducting interviews are assets.
7. Previous experience in film festivals is an asset.
8. Must be a diligent and collaborative worker.
9. Must be able to work efficiently and dependably in quick and high-pressure environments. Must be able to work with tight deadlines.
10. Must have regular open slots during the week (weekends preferably) for departmental meetings and additional appointments if necessary.

## **2017 Operations Department Staff Member**

### **Responsibilities:**

Reporting directly to the Director of Operations, Operations Staff will be responsible for the following:

1. Planning and execution of the annual festival and other events (this includes finding venues and organizing on-site services).
2. Management of events on-site and logistics, particularly of the annual festival (ie. on-site ticketing, floor plan and line-up, audience surveys, guest registration, food and beverage service).
3. Establish and maintain liaisons with venue management and other involved parties.
4. Festival volunteer recruitment, orientation, and on-site coordination.

### **Minimum requirements:**

1. Must be able to work efficiently and dependably in quick and high-pressure environments. Must be able to work with tight deadlines.
2. Must possess a high-level of professionalism, excellent interpersonal and customer service skills. Upon request, staff members must be ready to act as a representative to external parties. Excellent phone and email manner are assets.
3. Must be proficient in English. Working knowledge (particularly speaking) of Chinese, Japanese and Korean is an asset.
4. Extensive knowledge of venues, businesses, and other local services in Toronto is strongly preferred.
5. Must be results-driven, diligent, and collaborative.
6. Have an interest in Korean cinema or the film and culture sector in general.
7. Must have regular open slots during the week (weekends preferably) for departmental meetings and additional appointments if necessary.
8. Smart Serve and food handling certificates are assets.
9. A valid class G driver's licence is an asset.

## **2017 Communications Department Staff Member**

### **Responsibilities:**

Reporting directly to the Director of Communications, Communications Department staff will be responsible for the following:

1. Developing short-term and long-term strategies in branding, event promotion and patron loyalty.
2. Seeking potential media sponsors and/or partners and opportunities for brand and event promotion.
3. Seeking and maintaining regular correspondence with Festival and Community Partners.
4. Establishing and managing service outreach to different ethnic/cultural communities and their media.
5. Organizing the pre-festival Press Conference.
6. Issuing press releases.
7. Compiling press kits.

### **Minimum requirements:**

1. Must be proficient in English *and* in at least one of the following languages (reading, writing, speaking): Chinese, Japanese, Korean.
2. Must be proficient in professional correspondence and formal writing in one of the following languages: Chinese, Japanese, Korean. Staff members should expect to produce materials such as print letters, emails, and press releases; and upon request, edit materials such as film reviews, programme overviews, and social media blurbs.
3. Must have working experience with and/or knowledge of social networking platforms such as Facebook, Twitter, Tumblr and Instagram.
4. Must be results-driven, diligent, and collaborative.
5. Must be able to work efficiently and dependably in quick and high-pressure environments. Must be able to work with tight deadlines.
6. Demonstrated research and networking skills are assets. Upon request, staff members must be ready to act as a representative to external parties.
7. Familiarity and/or networks with media and/or cultural communities in Toronto (English, Korean, Japanese, Chinese, etc.) are assets.
8. Have an interest in Korean cinema or the film and culture sector in general.
9. Must have regular open slots during the week (weekends preferably) for departmental meetings and additional appointments if necessary.

## **2017 Director of Communications**

### **Responsibilities:**

Reporting directly to the Executive Director, as well as collaborating with other directors, the Director of Communications will take on a supervisory role of the department of communications and its staffs.

### **Qualifications:**

1. Ability to work efficiently and dependably in fast-moving and high-pressure environments; ability to respond well to last minute contingencies and work with tight deadlines.
2. Must possess high level of professionalism, excellent interpersonal and customer service skills. Excellent phone and email manner.
3. Must be results-driven, diligent, and collaborative.
4. Past experience and/or education in communications, public relations, or marketing is strongly preferred.
5. Must have demonstrated research and networking skills.
6. Familiarity and/or networks with media and/or cultural communities in Toronto (English, Korean, Japanese, Chinese, etc.) are assets.
7. Must be proficient in English, and preferably in Korean.
8. Must have regular open slots during the week (weekends preferably) for executive meetings, departmental meetings and additional appointments if necessary.

## **2017 Marketing Department Staff Member**

### **Responsibilities:**

Reporting directly to the Director of Marketing, Marketing Staff will be responsible for the following:

1. Generating short-term and long-term marketing strategies for the film festival and afterwards.
2. Seeking and establishing relationships with potential sponsors and sources of funding.
3. Generating strategies for maximized ticket sales and attendance, particularly during the film festival.
4. Analysis and interpretation of various statistical figures (ie. audience demographics) for the purpose of internal presentations and external proposals.
5. Producing materials such as donation letters and sponsorship packages.
6. With oversight by the Marketing Director, may be called upon to advice on the festival's budget management.
7. Undertaking continuous analysis of audience trends.

### **Minimum requirements:**

1. Must have demonstrated skills and knowledge in marketing research, fundraising, and/or business planning, whether from experience or education. Those with or working towards a degree in Marketing, Finance, Business, Fundraising, or Accounting are preferred.
2. Must have a passion for films, Korean culture, and pride as a staff member of the film festival.
3. Must have speaking, reading, and writing proficiency in Korean *and* English. Fluency is preferred. Fluency in other languages is an asset.
4. Must demonstrate effective networking skills and possess a high-level of professionalism. Upon request, staff members must be ready to act as a representative to external parties. Excellent phone and email manner are assets.
5. Must have knowledge of, or experience with Microsoft Suite (Word, Excel, PowerPoint).
6. Must be results-driven, diligent and collaborative.
7. Extensive knowledge of business and cultural communities in Toronto is an asset.
8. Must have regular open slots during the week (weekends preferably) for departmental meetings and additional appointments if necessary.

## **2017 Director of Marketing**

### **Responsibilities:**

Reporting directly to the Executive Director, as well as collaborating with other directors, the Director of Marketing will take on a supervisory role of the department of marketing and its staffs.

### **Qualifications:**

1. Must possess high level of professionalism, excellent interpersonal and customer service skills. Excellent phone and email manner.
2. Must be results-driven, diligent, and collaborative.
3. Past experience and/or education in marketing, business administration or relevant field.
4. Proven record of success in marketing role is an asset.
5. Familiarity and/or networks with media and/or cultural communities in Toronto (English, Korean, Japanese, Chinese, etc.) are assets.
6. Must be proficient in both English and Korean.
7. Confident and dynamic leader.
8. Analytical and creative thinking.
9. Must have regular open slots during the week (weekends preferably) for executive meetings, departmental meetings and additional appointments if necessary.

## **2017 Design Department Staff Member**

### **Responsibilities:**

Reporting directly to the Director of Design, Design Staff (Designers) will be responsible for the following:

1. Producing graphics/graphical material for festival marketing, operational, and communicational material. This includes, but is not limited to: event posters, flyers, and upon request, social media and website graphics.
2. Brainstorming and producing the visual concept for the 2017 film festival.
3. Planning and producing the 2017 programme book.

### **Minimum requirements:**

1. Must have extensive knowledge of and experience in design, media, visual and/or communication arts. Those with or working towards degrees in Graphic Design, Visual Arts, Animation and any related disciplines are preferred.
2. Must be proficient in industry-standard software, preferably the Adobe Creative Suite (Illustrator, Photoshop and InDesign).
3. Possess excellent technical and artistic aptitude, creative problem-solving skills and be attentive to detail and accuracy.
4. Must be diligent, collaborative, and work well with tight deadlines.
5. Can communicate in English. Working knowledge (particularly speaking) of Chinese, Japanese and/or Korean is an asset.
6. Portfolios of sample works available online or upon request (please indicate online URL, if applicable, in your application).
7. An interest in Korean cinema, or the film and culture sector in general.
8. Must have regular open slots during the week (weekends preferably) for departmental meetings and additional appointments if necessary.

**2017 Production Department Staff:**  
**Videographer, Photographer, Editor**

**Responsibilities:**

Reporting directly to the Director of Production, Production Staff will be in charge of the following:

1. Production of visual material (video and photo) for promotional purposes. Primary projects include the festival promo video, the festival preview, and the festival recap video.
2. Video-recording and photographing of festival events for archival purposes.
3. Maintaining the video and photo archive.

**Minimum requirements:**

1. Must have extensive knowledge of and experience working with video and photo equipment (please indicate in your application any equipment you own).
2. Must be proficient in post-production processes and industry-standard software such as Adobe Creative Suite (Lightroom and Premiere), Aperture, Sony Vegas, and/or Final Cut Pro.
3. Possess excellent technical and artistic aptitude, creative problem-solving skills and be attentive to detail.
4. Must be a diligent and collaborative worker.
5. Must be able to work efficiently and dependably in quick and high-pressure environments. Must be able to work with tight deadlines.
6. Portfolios of sample work available online or upon request (please indicate an online URL, if applicable, in your application).
7. Have an interest in Korean cinema, or the film and culture sector in general.
8. Must have regular open slots during the week (weekends preferably) for departmental meetings and additional appointments if necessary.