



SCREENWORKS

Position Description – Industry Development Manager

Position type:

Full-time, 37.5 hours per week working from Screenworks' Ballina office with flexible working options available (subject to approval by the CEO).

Position summary:

Screenworks' Industry Development Manager is a key role in organising and developing the industry development programs and events for the organisation, as well as nurturing and increasing the organisation's membership and ensuring that Screenworks' programs, initiatives and events meet and/or exceeds expectations set by the organisation.

The Industry Development Manager is responsible for the programming and overseeing the delivery of all workshops, seminars, programs, networking activities and for growing and maintaining the membership, ensuring that the organisation is working towards a sustainable future and that it contributes positively to its members, industry practitioners, stakeholders, partners and the regional screen industry across Australia, with a focus on Northern NSW.

Position responsibilities & duties:

Working in accordance with the aims and objectives of Screenworks and its Business Plan, the duties of the Industry Development Manager include:

6.1 Responsibility to the CEO and the Board of Screenworks

- Be responsible to the CEO of Screenworks for all administrative, operational and financial details relating to events/program management;
- Be responsible for driving up the Screenworks membership base by creating programs that encourage new memberships and/or membership renewals;
- Provide information & data to the CEO for bi-monthly report to the board;
- Work closely with the CEO on the organisation's future planning;
- Provide support to the CEO to secure and report on sponsorship for various activities/organisation;
- Deal with initial enquiries in the absence of the CEO; and
- Carry out such additional tasks as may reasonably be required by the CEO.

6.2 Managing the Organisation and other staff

- In consultation with the CEO, ensure effective management of staff and contractors directly reporting to the Industry Development Manager position, including selection, support, development and performance management of staff to ensure all work is delivered professionally and in accordance with the organisation's requirements; and
- Ensure adherence of direct reporting staff and contractors to all current Workplace, Health and Safety legislation, Office of Fair Trading compliance and all other Screenworks policies and procedures.

6.3 Events Management

- In consultation with the CEO, develop and present a calendar of events, programs, including seminars and workshops (both online and face-to-face), that provide creative and professional development opportunities for both emerging and established filmmakers in regional Australia;
- Prepare and monitor budgets for all events (subject to approval by the CEO);
- In consultation with the CEO, seek in kind and monetary sponsorship for individual events, venue deals or other partnerships where required.

6.4 Publicity and Marketing

- In consultation with the CEO, work with the Communication Coordinator to develop, implement and deliver a marketing and publicity strategy for the calendar of events, and Screenworks generally. This includes, but is not limited to, media releases, electronic communications & marketing collateral when required.
- Work with the Communications Coordinator to ensure that media contact lists are kept updated.

6.5 Data Collection

- Collect and assess data from Screenworks events, programs and initiatives, including indicating participants response to the event, past involvement and potential on-going engagement with Screenworks, screen industry activity and project development.
- Assist the CEO with the preparation of reports on findings to Screenworks board, funding bodies and research students.

6.6 Website and New Media

- Ensure that monthly e-newsletters and e-alerts are prepared regularly by the Communications Coordinator;

- Work with the Communications Coordinator to ensure the website is updated regularly in relation to events and programs information and accurately reflects the programs, projects and events being delivered by Screenworks at any time.

6.7 Membership

- Liaise and drive the Screenworks membership, including a focus on increasing the number of members in Northern Rivers crew for the Crew Database and building the national member directory on the website;
- Provide advice to the CEO and Board in relation to improvements or changes that could improve the Screenworks Membership structure and increase national memberships.
- Build and maintain a national membership base from the current subscribers and beyond;
- Create and regularly maintain a database of members and provide customer service to the members as required;
- When requested by the CEO, provide information for reporting on membership to Screenworks board, funding bodies and research students.