

FILM COORDINATOR

Job Code	Pay Grade
15030	P1

Nature of Work

This is a highly responsible managerial, marketing, and supervisory position overseeing the day-to-day and long-range operations of Pinellas County's Film Commission, a division within the Convention and Visitors Bureau (CVB). Work involves responsibility for supervising subordinate staff, volunteers, committees, and interns. The incumbent coordinates activities and assignments among liaisons with municipalities, other departments, organizations, as well as the general public and business communities. Work is performed under the general supervision of the director with considerable latitude for independent judgment and initiative. The position reports to a senior management official or designee.

Minimum Qualification Requirements

- 8 years professional experience in film coordination, media operations, communications or directly related field that includes team leader, supervision or supervisor training; or
- Associate's degree in journalism, marketing, business, communications or related field and 6 years experience as described above; or
- Bachelor's degree and 4 years experience as described above; or
- An equivalent combination of education, training, and/or experience.

Appointing Authority May Also Require

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other highly desirable knowledge, skills, abilities, and credentials relevant to a position.

Illustrative Tasks (These are examples and are not all inclusive.)

- Develops and implements a comprehensive marketing strategy to promote Pinellas County to producers of film, television, commercials, video and print advertising.
- Interface with local municipalities, the public, the production community, businesses, and other county departments to promote locations, crews, businesses and talent.
- Represents Pinellas County at state, national and international forums, conferences and trade shows, and seeks new opportunities for cooperative marketing activities.
- Establishes procedures for permitting filming projects within county and municipalities; and maintains liaisons with many governmental jurisdictions; coordinates on behalf of filming projects with state and federal agencies to obtain proper film permits and maintains compliance with regulations.
- Manages daily operations of film commission, including information resources to handle inquiries from producers, general citizens, students, and members of the production community.
- Maintains up-to-date indices, guides, publications, and production guides; oversees correspondence; oversees responsibilities of expediting timely responses to inquiries, maintaining high-quality location photos, tracking economic impact, and maintaining client data bases.
- Produces (when necessary) and distributes lists with crew technicians, support services and other businesses that wish to promote themselves to producers of film, TV and commercials; make available to all local production companies and companies coming from out-of-state.
- Generates public relations activities on regular basis, including, but not exclusively, news releases to local and national trades, newsletter to local sponsors and the public, web site, speeches to community groups, media interviews, and annual report.

FILM COORDINATOR (continued)

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Illustrative Tasks (continued)

- Maintains a current and searchable, online location photo library; oversees publication of collateral material and web site updates.
- Assists any production company with any resources it requires about permitting, locations, accommodations, and/or crew, to facilitate filming on schedule and on budget; and to create a filming experience that will lead to repeat and referred business.
- Prepares and submits monthly report to the director on Film Department activities, industry trends and other important information; presents the report to the Tourist Development Council (TDC) Board as necessary.
- Maintains close working relationship to state film commission and state associations involved with film industry growth and development; targets areas of industry growth potential, and coordinates programs to further assist in developing industry growth.
- Performs related work as assigned or required.

Knowledge, Skills, and Abilities

- Knowledge of general marketing practices, appropriate media, and public relations.
- Knowledge of film and video production technical needs.
- Knowledge of local, state and federal ordinances affecting filming, particularly in water, on shorelines and protected habitats.
- Knowledge of word processing and data base management systems.
- Ability to apply computer applications and software.
- Ability to represent film commission professionally at any industry or community forum, with skills to interact with diverse groups.
- Ability to exercise judgment and discretion in interpreting and applying county policies and to exhibit the highest level of integrity.
- Ability to plan and implement marketing plans, business development plans and implement them on short- and long-range basis.
- Ability to initiate and install administrative programs and procedures, and to evaluate their effectiveness.
- Ability to establish and maintain an effective working relationship with the Board of County Commissioners (BCC), Tourist Development Council (TDC), local production community, the general public, and state professional associations.
- Ability to prepare reports and express ideas clearly and concisely, orally and in writing.
- Ability to utilize problem solving techniques and to formulate procedures.

For official use only

Revised	EEOC Code	Overtime Code
12/13	Officials & Managers	Exempt