



## **Film Coordinator**

**Category:** Exempt  
**Pay Grade:** E25  
**Job Code:** 15030

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

### **JOB SUMMARY**

Performs highly responsible managerial, marketing, and supervisory position overseeing the day-to-day and long-range operations of the County's Film Commission, a division within the Convention and Visitors Bureau; supervises one to two staff members, volunteers, committees, and interns; coordinates among liaisons with municipalities and other County departments, as well as the general public and business communities.

### **ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)**

- Develops and implements a comprehensive marketing strategy to promote the County to producers of film, television, commercials, video, and print advertising and interfaces with local municipalities, the public, the production community, businesses, and other County departments to promote locations, crews, businesses, and talent;
- Represents the 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, maintains liaisons with many governmental jurisdictions, and 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, and oversees responsibilities of expediting timely responses to inquiries, maintaining high-quality location photos, tracking economic impact, and maintaining client data bases;
- Works with regional film commissions to produce a production guide with crew technicians, support services, and other businesses that wish to promote themselves to producers of film, TV, and commercials and distributes the guide to all local production companies, companies coming from out-of-state, and at trade shows and outbound sales missions;
- 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;
- Schedules, arranges, and leads regular meetings with the CVB's Film Committee to coordinate marketing, fundraising, and industry development programs;
- Maintains current location photo library to lend to producers inquiring about Pinellas locations, maintains location book for distribution to all people making inquiries to the film commission, and oversees publication of collateral material and website 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 and 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;
- Raises funds for scholarship and other non-marketing activities of the film commission;
- Performs other related job duties as assigned.

### **QUALIFICATIONS**

#### **Education and Experience:**

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

#### **Special Qualifications (May be required depending on area of assignment):**

- 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 knowledge, skills, abilities, and credentials required for a specific position.

#### **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 database 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, 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.

### **PHYSICAL/MENTAL DEMANDS**

The work is medium work which requires exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects. Additionally, the following physical abilities are required:

- **Balancing:** Maintaining body equilibrium to prevent falling while walking, standing or crouching on narrow, slippery, or erratically moving surfaces. The amount of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.
- **Crouching:** Bending the body downward and forward by bending leg and spine.
- **Feeling:** Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.

- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Grasping: Applying pressure to an object with the fingers and palm.
- Handling: Picking, holding, or otherwise working, primarily with the whole hand.
- Kneeling: Bending legs at knee to come to a rest on knee or knees.
- Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Occurs to a considerable degree and requires substantial use of upper extremities and back muscles.
- Pulling: Using upper extremities to exert force in order to draw, haul or tug objects in a sustained motion.
- Pushing: Using upper extremities to press against something with steady force in order to thrust forward, downward or outward.
- Reaching: Extending hand(s) and arm(s) in any direction.
- Visual ability: Sufficient to effectively operate office equipment including copier, computer, etc.; and to read and write reports, correspondence, instructions, etc.
- Hearing ability: Sufficient to hold a conversation with other individuals both in person and over a telephone; and to hear recording on transcription device.
- Speaking ability: Sufficient to communicate effectively with other individuals in person and over a telephone.
- Mental acuity: Ability to make rational decisions through sound logic and deductive processes.
- Talking: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Repetitive motion: Substantial movements (motions) of the wrist, hands, and/or fingers.
- Standing: Particularly for sustained periods of time.
- Stooping: Bending body downward and forward by bending spine at the waist. Occurs to a considerable degree and requires full motion of the lower extremities and back muscles.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

### **WORKING CONDITIONS**

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.