



October 8, 2001

Thank you for your interest in the Executive Director position at the Minnesota Film and Television Board.

Interested parties should send a resume, cover letter and 3 professional references by December 3, 2001 to:

Mail: Minnesota Film and Television Board
Attention: Executive Director Search Committee
401 North Third Street, Suite 460
Minneapolis, MN 55401

Email: bnelson@mnfilm.org

Fax: 612-332-3735

Resumes will be accepted until December 3rd.

Thank you.

MINNESOTA FILM AND TELEVISION BOARD

Title: EXECUTIVE DIRECTOR

Reports to: 30-member board of directors

Budget/FTE: \$1.5 million/5 full-time and 1 part-time. The following positions report to the Executive Director: Director of Production, Director of Communications, Director of Development, Program Coordinator and Office Coordinator.

THE POSITION

The Executive Director has overall responsibility for the successful operation of the Minnesota Film and Television Board (MFTVB) and the accomplishment of its stated mission, vision and goals. The Executive Director is responsible for insuring that the organization's financial and human resources are in place and used effectively to achieve organizational success. This position directs and assures the high quality of the organization's production services, its marketing activities and its many events, that range from awards ceremonies to film festivals to public screenings to professional education seminars and beyond.

The position requires an experienced staff leader with vision and ideas. This individual must also have national level contacts in the film and television industries. The ideal candidate will be a dynamic individual capable of being a strong voice and representative for the TV/Film industry in the state of Minnesota. Fundraising, marketing and PR experience a plus.

This position reports to the MFTVB Board of Directors.

PRIMARY ACCOUNTABILITIES:

PLANNING, SETTING PRIORITIES AND MEASURING RESULTS. Develop long and short-range goals and the plans that will result in their successful accomplishment. Delegate responsibilities appropriately and effectively to MFTVB staff, and assure systems are in place and utilized to measure accountability and evaluate progress toward established goals. Assure a continuing high level of quality in all MFTVB products and programs. Secure assistance from board members as appropriate.

MARKETING AND BUSINESS DEVELOPMENT. Provide a full range of marketing, production and development services that accomplish MFTVB's goals.

MARKETING and SALES FOCUS. Market Minnesota as a shooting location.

Promote and administer the SNOWBATE incentive.

Feature Films (includes independent features)

TV Series

SERVICE and DEVELOPMENT FOCUS. Work as convenor, liaison and integrator. Offer information, production and development services to the following groups. Work with the trade organizations representing these groups when appropriate.

- Independents (IFP)
- TV Commercials (AICP)
- Corporate Video (MCAI)
- Documentaries (ICP)
- Film and Creative Communities
- Directors (DGA)
- Writers (WGA)
- Actors (SAG)
- Crew (IA)

NEW OPPORTUNITIES. Explore new opportunities for MFTVB in existing and new program areas. This may include opportunities such as regional alliances; development of and advocacy for government incentives; positioning the MFTVB as a convenor/integrator in the creative community. Position the MFTVB for long term strength by expanding earned income.

KEY COMPETENCIES:

VISIBILITY AND ADVOCACY. Maintain and raise even higher MFTVB's level of visibility and engagement in activities in the film and television industry. This includes award ceremonies, seminars, screenings and many other public and private events. Develop and maintain relationships with local and regional government officials. Serve as the liaison to media arts organizations such as MCAI, AICP, IFP, and others. Serve as the public face and spokesperson for MFTVB with local and national media.

FINANCIAL MANAGEMENT. Develop the annual budget for Board approval and assure actual revenues and expenses are realized within its parameters. Work with development staff to set achievable goals and to raise the budgeted corporate, foundation, individual and inkind gifts. Work with all staff to assure spending is within targeted levels.

STAFF MANAGEMENT AND DEVELOPMENT. Structure the organization's work to promote optimal productivity and cost-effectiveness. Ensure that work is clearly and effectively delegated to capable staff, and that staff receive regular performance reviews. Lead and/or participate in staff recognition, discipline, hiring and termination as appropriate. Assure the organization's human resource policies and practices are legal and effective. Support and encourage staff development and career growth as far as MFTVB resources allow. Maintain a high level of internal communication about MFTVB and the film and television industries. Build an organizational culture that encourages staff to accomplish their best work and exemplifies the core values of quality, creativity and innovation.

THE ORGANIZATION

MISSION

Build and promote the commerce and art of the moving image industry in the state of Minnesota

CORE VALUES/BELIEFS

- Quality – We achieve quality through accuracy, consistency and great service.
- Creativity – The creativity we bring to our work sets us apart from others.
- Catalyst – We act as a catalyst or conduit, bringing together our constituents to promote discussion and take action on important issues.
- Innovation – We are independent and entrepreneurial in our efforts to pursue economic opportunities and creative growth for the Minnesota moving image industry.
- Education – We believe that by providing educational opportunities to the industry, we develop and sustain our professional community.

VISION

Become one of the top five creative development and production centers in the United States

BACKGROUND

The Minnesota Film and Television Board was founded in 1981 and is a unique public/private partnership. It is the only state film commission in the United States which is organized as a not for profit organization. It serves as the state's film and television board by virtue of a contract with the State of Minnesota. The MFTVB promotes Minnesota as a great place to make studio and independent films, television series and commercials. It supports and services filmmakers and the many others involved in the state's film and television industry, and serves as the key liaison among these and other industry constituents. The organization is unique among state film boards in its entrepreneurial nature – only 40% of total revenues is from government sources.

KEY GOALS IN CURRENT STRATEGIC PLAN

- Define and build the MFTVB brand
- Raise regional, national and global awareness of Minnesota as a creative moving image industry
- Continuously improve and adapt MFTVB programs
- Align the organization's structure with its mission and vision

TO APPLY:

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