

## Director of External Affairs

1. Marketing - Working Closely with the Events Director
  - a. to promote our services and our events
    - i. Flyering & Tabling on Bruin Walk
    - ii. Coming up with Marketing strategies to get our names out!
  - b. Branding FPS through social media outlets
2. Film & Photo Festivals
  - a. Over the summer, New External will make a calendar with list of upcoming film festivals and photo contests that we can submit to. The search for film festivals continues throughout the year
3. Secure Guest Speakers - 1 year event
  - a. Focus on getting guest speakers for this one event
    - i. Can find through contacting Alumni
    - ii. Or contact studios or agents.
  - b. more of an incentive to guarantee an audience
    - i. Ask them to be judges and speak
4. Managing the IMDB for FPS
5. Updating the FPS Website
  - a. Update the website every week with current projects
6. Vimeo
  - a. Upload all video content once it has been approved for uploading
    - i. Some films may not be available for immediate uploading due to festival restrictions.
  - b. Promote our Vimeo page through various outlets
7. Managing the Marketing Team
  - a. Meetings
    - i. hold Marketing team meeting once a week
    - ii. allocate time to make material at meeting
  - b. Give them tasks in a timely manner, make deadlines and be strict with them
  - c. Comes up with and implements new ideas to promote and enlarge all important FPS events, shoots, etc.
    - i. Think about how we can make every event bigger?
    - ii. How do we promote the event?
  - d. In charge of all PR-related matters, including but not limited to social media marketing, event and product promotion, etc.
    - i. There are certain events that are easier for External to post on social media, because you hear all you need to know at meeting, versus delegating that event to the Marketing Team.
8. Work with merchandise and all promotion campaigns