



POSITION AVAILABLE

Title: Steeltown Director

The Steeltown Director is responsible for leading the creation, implementation and marketing of education and filmmaker support programs. This position requires a high level of knowledge of digital media arts production, curriculum, youth development programming, and student-centered, project-based learning. It also requires a “partnership” approach to business development, and interpersonal and relationship building skills conducive to working in a small team-based environment.

Responsibilities include but are not limited to:

- Develop, launch, manage and set the vision for the programs, Steeltown Film Academy (SFA) and Steeltown Film Factory (SFF) and all of the programming encompassed therein.
- Collaborate closely with key members of the leadership team to develop and execute strategic goals for the program that fit with the overall strategy of the organization.
- Develop an operational framework with curriculum, program outcomes and budget based on analysis of needs, as well as a program evaluation and impact reporting.
- Have significant input into hiring, managing, and supervising program coordinators, teaching artists/assistants, interns, and student employees.
- Collaborate with external partners and contractors to build visibility of the program and maximize enrollment/partner opportunities.
- Serve as liaison for local education consortia, arts groups, potential employers for graduates, etc.
- Implement and manage a cohesive pathway from education to employment in digital media arts.
- Manage and implement partnership agreements with other organizations related to the entertainment industry as necessary.
- Coordinate and supervise the implementation of multiple public events throughout the year to encourage attendance in SFA and awareness of the organization (including but not limited to: Open Houses, Annual Film & Media College Fair, Remake Learning Days Event, etc.)
- Assist and contribute meaningfully to communications, marketing, fundraising.
- Collaborate with other WQED project managers to leverage partnerships, opportunities and growth.
- Other projects and assignments as warranted.

WQED/Steeltown Film Academy:

- Ensure the quality of Film Academy curriculum implementation internally and across all partners.

- Develop and maintain relationships with schools and community organizations.
- Communicate the value of the program via prepared estimates and proposals and contracts/MOUS and close on these contracts in a timely manner.
- Develop relationships with potential clients for the Teen Film Crew – pitch, prepare estimates, close on contracts for promotional videos.
- Mentor Teens and Teaching Artists in relationship building and client satisfaction.
- Manage Teaching Artists to become high quality mentors/teachers focusing on the development of hard and soft skills for each individual student through leadership and external professional development opportunities.
- Participate in regular meetings and mentoring with the Reel Teens.

WQED/Steeltown Film Factory:

- Develop, launch, track, and manage programs that support local filmmakers through mentoring, education, networking and resource & referral.
- Manage WQED/Steeltown Workshop Series by coordinating independent instructors and their curriculum, providing a registration and marketing framework, and ensuring successful implementation of said workshops.
- Manage and coordinate Crew Connect networking events quarterly with other community partners.
- Manage fiscal sponsorship with filmmakers.

Required education and skills:

- Leadership and management experience in youth services or K-12 educational setting and in video/digital media production.
- Bachelor's degree or at least 10+ years equivalent experience in digital filmmaking and/or education.
- Ability to articulate a vision about preparing youth for the future and artists for industry—from social, economic, cultural, and personal perspectives—to partners, funders and the community.
- Expertise in working with students and adults of various backgrounds including but not limited to socioeconomic, racial, gender, and ability.
- Highly positive and enthusiastic working style that is transparent, encouraging, and capable of motivating others.
- Skills and energies to build a team and lead effective staff development and training.
- Relationship management skills and experience in fostering a team approach to youth development and creating collaboration among partner projects and organizations in youth development.
- Excellent project management, planning and written and verbal communication skills.
- Experience with and/or understanding of the application of digital media technology to educational programs for youth in nonprofit or K-12 settings.
- Proficient in Microsoft Office, as well as G-Suite tools.
- Adaptability in becoming proficient in evolving industry technology as needed.
- Ability to exercise extreme care and caution in handling confidential information.
- Strong organizational and time management skills with attention to detail and ability to manage multiple priorities.
- Good problem-solving skills, flexible and creative thinker, with a positive attitude.
- Must have or have applied for PA Child Abuse History, PA Criminal Record Check and FBI Criminal Background Check Clearances.

- Teaching and/or non-profit experience is a plus but not required.
- Transportation to offices at WQED headquarters in Oakland, as well as to various locations and sites as needed for client work and educational engagements.
- Ability to work some weekends and evenings for programming and events.

Candidates should send **a resume and cover letter with salary requirements** to careers@wqed.org. **No Phone Calls Please.**

*WQED is an Equal Opportunity Employer
with leadership and a culture that supports diversity and inclusion*