

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Visit Santa Barbara

Santa Barbara, California

**POSITION:** Director of Film & Special Events  
**CLASSIFICATION:** Full Time/Exempt  
**REPORTS TO:** Director of Sales

#### **JOB SUMMARY**

Under the direction of the Director of Sales (DOS), this position is primarily responsible for promoting Santa Barbara County as a destination for film/T.V./commercial production, festivals, sports and special events. The key focus of this position is to secure new business for the region by identifying opportunities that generate economic impact within these segments. This will be supported through scouting and securing production and event locations, assisting with necessary permitting, generating overnight definite room nights, tracking production and functioning as community liaison between production companies and event producers with area venues and hotels.

#### **DUTIES AND RESPONSIBILITIES**

##### **Film/T.V./Commercial Production (75%)**

- Solicits new film/T.V./commercial production business through incoming inquiries, sales calls, direct mail, e-mail, websites, and newsletters.
- Assists film companies with upcoming productions, including scouting, securing locations and permits, accommodations, and related services.
- Participates in relevant tradeshow and conferences.
- Conducts FAM tours for location managers and producers to familiarize them with Santa Barbara County.
- Maintains a film database of location managers and clients, and tracks all contact with clients responding to inquiries on a daily basis.
- Determines economic impact of each production.
- Collaborates with marketing and sales team to maintain filmsantabarbara.com website including photo library, crew and production service and permit listing information.
- Assists with internal marketing programs and community outreach.
- Develops and maintains working relationship with key venues and community organizations that support film/T.V./commercial productions.
- Educates the community and media about the importance of filming to Santa Barbara County.
- Maintains good working relationships with all permit officers and appropriate city personnel.
- Works to ensure permit fees are competitive with other areas and to streamline the permit process.
- Maintains strong relationships with the CFC (California Film Commission), FLICS (Film Liaisons in California) and AFCI (Assn of Film Commissioners International).
- Works with DOS to manage and develop annual budget.
- Prepares content for activity reports, quarterly reports and annual report.

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### **Special Events/Festivals/Sports (25%)**

- Evaluate, identify and recruit opportunities for new festivals, sports and special events that generate overnight stays for the area.
- Distributes sales leads to Visit Santa Barbara membership for non-hotel and hotel based programs.
- Assists event, festival and sports production teams and rights holders with securing locations and hotels rooms.
- Develops and maintains working relationship with key venues and community organizations that support events, festivals and sports production.
- Participates in relevant tradeshow and conferences.
- Maintains database of special events, festivals and potential sports events/tournament contacts.
- Develops relationships with National Association of Sports Commissions and other special event or festival associations.
- Works with DOS to manage and develop annual budget.
- Prepares content for activity reports, quarterly reports and annual report.

### **QUALIFICATIONS**

- Bachelor's degree or higher in Marketing, Sales, Communications, Film, Broadcasting or Business Administration.
  - Five years' experience in hotel or event venues sales, marketing or film/television production.
  - Excellent knowledge of personal computer operation, website management and design, digital photography techniques and film industry needs.
  - Excellent interpersonal and customer service skills.
  - Highly proactive and self-motivated or demonstrated ability to manage multiple projects successfully with minimum supervision.
  - High attention to detail, accuracy and follow-through.
  - Ability to: work independently, work on weekends as needed, travel outside region as needed, prepare clear and concise written reports, lift over 50 pounds and transport equipment and materials
- Valid California Driver's License (Class C) automobile and insurance

### **TO APPLY**

Send cover letter and resume to:  
[aramirez@santabarbaraca.com](mailto:aramirez@santabarbaraca.com)

*The position is open until filled.*

*Visit Santa Barbara policy ensures equal employment opportunity without discrimination or harassment on the basis of pregnancy, childbirth or related medical conditions, race, religious creed, color, national origin or ancestry, gender, physical or mental disability, medical condition, marital status, age, sexual orientation or any other basis protected by federal, state or local law, ordinance or regulation.*