

Maryland Film Festival
DIRECTOR OF PARKWAY OPERATIONS

The Maryland Film Festival (MdFF) and the SNF Parkway Theatre in the Station North Arts District in Baltimore, Maryland, seek an experienced Director of Parkway Operations to oversee the year-round operation of a three theater film complex and multi-disciplinary film, community, and education hub, serving a broad cross-section of the Baltimore public and beyond.

The Director will have an exciting opportunity to achieve the next phase of growth of resources, partnerships and audiences for MdFF; contribute to the advancement of MdFF's organizational strategic operations, and position the organization in the film landscape in the MidAtlantic region and globally. Reporting to the Executive Director and serving as an integral member of the senior leadership team, the Director of Parkway Operations is responsible for oversight of the day-to-day operations and managing the success of the theater complex and year-round programs, including in person and virtual festivals, screenings, concerts, classes, exhibitions, and events.

The Director of Parkway Operations directs all facilities and customer service operations at the SNF Parkway Theatre, including maintenance and upkeep of the theater complex, building and events rentals, guest relations, vendor and client relations, box office operations, and food and merchandise operations. The Director supervises the Theater Manager, Assistant Theater Managers, Audio Visual Producer, Projectionists, and all part-time theater personnel and contractors. The Director serves as a mentor to all theater and events managers and to builds their financial and operational acumen.

PRIMARY DUTIES AND RESPONSIBILITIES

Parkway Theatre Operations

- Oversight of daily operations – Supervise day to day operations of the facility, presentation and production of programs, including but not limited to in person and virtual festivals, screenings, concerts, classes, exhibitions, and events.
- Customer Relations and Customer Service – Ensure consistent, stellar customer service, and manage all customer service feedback and complaints. Work with theater staff to ensure an outstanding, enjoyable customer experience, as measured by returning customers, customer surveys and interactions.
- Establish, maintain and monitor high quality standards and operating procedures, including COVID-19 protocols, cleanliness, customer relations, and customer satisfaction.
- Ticket Sales – Establish sales projections with the Director, Marketing & Communications, Artistic Director and Finance Director to maximize use of the facility and to optimize earned income.
- Front of House/Box Office – Oversee theater personnel, coordinate onsite visual marketing, and oversee ticketing and point of sales (POS) systems, equipment and operations to ensure all personnel and systems work efficiently and effectively.
- Concessions – Establish sales projections in cooperation with the Director of Finance. Implement and monitor the offerings, including quality and uniqueness of products, special offerings for special events, inventory safeguarding and controls, customer satisfaction, and financial performance.
- Negotiate contracts with rental customers; budget and manage rental events, and interface/contract with caterers and other third-party vendors, as needed, to provide desired services. Coordinate planning with directors team and partners to minimize the impact of conflicts and/or interruption to other business operations.
- Building Systems Operations and Maintenance – Gain full understanding of building operating and mechanical systems and equipment. Oversee building preventive maintenance, repairs and replacements, as needed. This includes soliciting and evaluating bids, selecting contractors/contracted services, and overseeing contractor schedule and work activities.
- Develop short- and long-term plans for the upkeep and improvement of physical assets. Initiate and manage capital improvement projects to address required issues in a timely, effective, and cost-efficient manner.

- Security - Oversee all aspects of building security, including negotiation, review and management of security contract and contractors.
- Oversee theater safety and compliance. Ensure all operating permits, licenses and inspections are up-to-date, including liquor license, fire marshall and other inspections, food safety and OSHA protocols. Ensure all building rental requirements, including certificate of insurance issuance are met. Manage the risks to the building through the awareness of legal issues, security measures, internal controls, and preventive measures.
- Programming Calendar - Work cooperatively with the Executive Director, Artistic Director and Director, Marketing & Communications in development of the master calendar for the Parkway, balancing creativity and financial performance, while delivering high quality programming and experiences to audiences and the community.
- Coordinate and manage the use and needs of Johns Hopkins University (JHU) and Maryland Institute College of Art (MICA) relating to their use of the facility, in accordance with the Usage Rights Agreement. This would include active management of the master calendar, facility preparation, set up and break down to meet specific usage needed.
- Review and improve theater operating efficiencies by creating organization-wide theater operating policies, processes, procedures, and organizational controls relating to theater operations.

Strategy, Planning and Financial Management

- Direct and oversee financial operations of the Parkway Theatre. Monitor expenses and monthly financial results against budget. Manage staff and third-party service contracts; monitor purchasing and vendor contracts to ensure cost-effectiveness and anticipated service delivery.
- Work with the Executive Director, Finance Director and Parkway Operations Committee on:
 - Key financial and operational metrics and statistics (e.g. occupancy, ticket sales, attendance, rentals, revenues and product sales from concessions),
 - Financial results (concessions, tickets, special events, merchandise, overall) and cash reserves,
 - Capital spending and maintenance expenses,
 - Budgeting, forecasting and analyzing operating results.
 - Concise weekly reporting for the Executive Director and monthly reporting for the Parkway Operations Committee.
 - Strategies and action plans to optimize revenues
 - Budget guidelines and developing systems to control costs, and improve financial results.
- In collaboration with the Finance Director, prepare annual budgets and financial operating reports and exercise significant financial control by monitoring monthly financial results against budget and managing revenue generation, staff, vendor contracts, and purchasing to ensure cost-effectiveness and anticipated service delivery.

Team Development and Management

- Oversee the day-to-day activities of the Parkway Operations department, including budgeting, planning and staff development.
- Recruit and manage qualified theater personnel to support daily operations and execution of business strategy and plans.
- Develop, manage and train theater staff regarding policies, practices, protocols and procedures. Oversee the development of theater managers and the events manager. Serve as the primary resource for theater and events management support. Hold managers accountable for satisfactory completion of assigned tasks on a daily and weekly and project basis.
- Mentor and develop staff using a consistent, supportive and collaborative approach.
- Establish and monitor staff performance. Develop staff goals and priorities, assign accountabilities, set objectives, conduct performance appraisals, and administer disciplinary actions, counseling, and salary adjustments, as directed by the Executive Director.
- Partner with the Executive Director and Human Resources to strengthen staffing plans, employee relations, training and development.
- Determine how to effectively integrate volunteers into the operations of the theatre, programming

and special events. Train and develop volunteers regarding policies, practices and procedures.

Other responsibilities as assigned.

QUALIFICATIONS

- Minimum Bachelor's degree or equivalent work experience required.
- Five years of experience in a venue management role with financial and facility operations responsibilities highly desired.
- Experience managing a movie theater and knowledge of movie projection and sound equipment preferred.
- Demonstrated leadership, talent for organizing complex events and capacity for problem solving.
- Proven record of leading, managing and growing a team of regular staff, seasonal staff and volunteers.
- Excellent verbal and written communication skills with exceptional attention to details.
- Ability to manage multiple projects and diverse set of workflows concurrently.
- Ability to analyze, interpret, and make decisions based on business and financial data.
- Fluency with Google products and proficient with technology.
- Experience with ticketing, point of sales (POS) and CRM systems desired.
- Attention to detail and a dedication to customer service and satisfaction.
- Broad knowledge of and interest in the moving image art form, film festivals and the independent film community.
- Proficiency with Microsoft Office Suite, Office 365, and CRM systems.
- Knowledge of social media and marketing.
- Personal qualities of integrity, credibility, and a commitment to and passion for MdFF's mission.
- Experience and familiarity with Baltimore and the film and cultural community a plus

COVID-19 Vaccination Policy: Currently Maryland Film Festival's COVID-19 vaccination policy includes the requirement for all full and part time staff to provide proof of full vaccination and a booster with a COVID-19 vaccine approved and authorized by the CDC.

MdFF provides a competitive salary and compensation package, including health care benefits and paid time off. Salary range: \$70,000-85,000.

How to Apply

Please submit a cover letter, resume or portfolio, and contact information for 3 professional references to jobs@mdfilmfest.com with the subject line - "Parkway Operations Director". Applications will be reviewed on a rolling basis, and the position will remain open until filled. No phone calls please.

****The Maryland Film Festival does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.****

About the Maryland Film Festival and the SNF Parkway Theatre in Baltimore, Maryland

Located in Baltimore, MD, the MdFF was founded in 1993 as the Producer's Club of Maryland LLC. The organization's mission has always focused on bringing filmmakers, films and audiences together in a friendly, inclusive atmosphere that reflects the unique aspects of our community, while participating in and adding to the larger film dialogue across the country and globally. In 2018 the Maryland Film Festival (MdFF) celebrated 20 years of "Film For Everyone" and the one year anniversary of its new year-round home, the Stavros Niarchos Foundation Parkway, a 1915 Renaissance Revival style movie palace, preserved and expanded to a three-screen film complex, situated in the geographic center of Baltimore. The SNF Parkway serves as a crucial anchor in the revitalization of the Station North Arts and Entertainment District and features a

breathtaking auditorium in the original Parkway, two smaller theaters, state-of-the-art projection and sound, ground-floor bar and lounge, and classroom space for film students. Baltimore's newest cultural hub, the SNF Parkway provides year-round film, digital video, and educational offerings, community initiatives, special events, and live music concerts.

In the fall of 2018 MdFF adopted a five-year plan to fully realize its role in Baltimore and the field as a respite for filmmakers, a world-class destination for cinema, and a stalwart advocate for the democratizing the power of story, as told through film, and expressed through each individual storyteller's voice. The SNF Parkway functions as a multi-disciplinary film, community, and education hub and serves a broad cross-section of the Baltimore area. MdFF leverages the powerful assets of the Johns Hopkins University, Maryland Institute College of Art and surrounding campus communities to function as a vibrant, regional nerve center for dialogue, discussion, and debate on the key issues of the day, with film as the central axis in broad public discussions. Through programming, education and community ventures, MdFF is establishing a year-round a platform for all voices that are reflective of the diverse population of greater Baltimore and the nation.

The five-year strategic plan has been reimagined and extended through 2026 with a revised model season to account for online screenings, hybrid programming, and the return of in-person movie watching at the SNF Parkway. In addition, the extended plan includes a programmatic expansion into a contemporary center for moving image – a more socially-engaged, community -responsive and participatory mix of the best elements of a movie theater and arts center that harnesses the accessibility of the moving image and the collectivity of cinema to support the efforts of our communities. To achieve this new strategic vision and plan, MdFF is making a major investments in capacity building, infrastructure and programming.

Unlike any cinema-house in the greater Baltimore region, the SNF Parkway is becoming a vibrant, nerve center - a civic commons - for great film, dialogue, and innovation. Since opening, the SNF Parkway has welcomed more than 140,000, and screened 1,000 films, from over 60 countries. MdFF has created a world-class cinema program with films from every era, region, and genre, a focus on supporting emerging filmmakers, and offers audiences a fresh and immersive new window into the art form. Many of the films screened are not offered anywhere else in Baltimore.

For more information about Maryland Film Festival and the SNF Parkway, visit www.mdfilmfest.com.