



ReFrame Director Job Description

About the Organization:

ReFrame is a nonprofit advocacy organization formed in partnership between Sundance Institute and WIF (Women In Film) to advance inclusive representation in film, TV, and media through research, programs, and partnerships with studios, networks, streamers, agencies, and production companies. Originally founded to focus on gender with an intersectional lens, ReFrame is now expanding its work to advance both a gender inclusive *and* antiracist entertainment field. ReFrame's work is guided and powered by an influential and dedicated group of ReFrame Ambassadors, who are active entertainment industry leaders devoted to facilitating Industry partnerships and adherence to ReFrame inclusion standards.

ReFrame's theory of change is based on shifting entrenched practices in the film and media field. Working in partnership with leaders in the field, we aim to:

- Eliminate bias at decision-points across the development, production, and distribution of media
- Build accountability with regular Report Cards
- Increase public awareness for equitably staffed productions through the awarding of ReFrame Stamps to qualified productions
- Sponsor select rising talent for new opportunities

ReFrame's continued work will focus on:

- Growing and expanding the ReFrame Stamp, which is now the Industry's leading rubric for measuring diversity in film and television productions
- Growing the ReFrame Score Card to measure corporate accountability and good practices for gender inclusive and antiracist practices.
- Growing ReFrame Rise, designing bespoke pipeline programs for mid-career artists
- Continuing cutting edge research and field work to debunk persistent myths about profitability and explore innovative solutions for more equal access to finance and distribution for projects from historically underrepresented producers, directors and writers.



About the position: We seek a strategic leader with programmatic experience, management skills and film/TV industry relationships to oversee a dynamic systemic change strategy to advance intersectional representation in media. This position reports to the Executive Director of WIF, in collaboration with Sundance Institute and the ReFrame co-founders Keri Putnam and Cathy Schulman. The position manages a coordinator and a team of volunteer Executives ([ReFrame Ambassadors](#)).

Responsibilities include:

Strategy, Marketing and Administration

- Work with Women In Film (WIF), Sundance Institute (SI) and ReFrame Ambassador Advisory Council to ideate and determine the annual strategy, goals and timelines of the project.
- Maintain ongoing relationships with ReFrame Ambassadors, which includes running Advisory Council meetings and an annual convening.
- Work with WIF and SI Publicity teams to develop PR strategy and press releases.
- Develop and manage marketing and publicity strategy, including writing press releases, updates to website, monthly newsletter and social media.
- Provide monthly updates to ReFrame core team (founders, WIF ED and SI ED)
- Support fundraising efforts including: generate copy for proposals, manage and grow funder relationships and deliverables for funders.
- Work with WIF and SI to develop and manage budgeting.
- Continue to identify and sign ReFrame Ambassadors and Partner Companies to support ReFrame (with goal of diversifying Ambassador pool)

ReFrame Stamp Program

- Manage the process to measure, count, and track data for films and TV shows that may qualify for ReFrame Stamps
- Oversee ReFrame Stamp press releases and events throughout industry (coordinate press, allied orgs, and other advocates/supporters)
- Manage ReFrame Stamp partners (Delta, IMDbPro, others TBD)
- Develop and promote ReFrame Report Card
- Evaluate stamp criteria and evolve program as needed

ReFrame Rise Program

- Oversee customized strategies for ReFrame Directors
- Maintain relationships with Sponsors and Ambassadors
- Oversee industry and public-facing opportunities to promote ReFrame Directors
- Expand program to other disciplines



ReFrame Production Roadmap and Culture Change Training

- Update and expand map with new tactics and tools; promote tools and tactics from the map
- Update culture change handbook (moving into 3rd edition),
- Develop and deliver Conscious Inclusion and other culture change training programs to the industry

Qualifications:

- Minimum of 10 years management experience in an arts or advocacy organization, and/or in a media/marketing company
- Knowledge of film and television industry in Los Angeles
- Possess pre-established relationships with film and television Executives, agencies, guilds etc.
- Strong leadership and management skills including administration and budgeting.
- Experience in direct fundraising and/or managing funding partnerships
- Attention to detail; adaptable and forward-thinking
- Ability to take initiative, be creative, work well independently and as part of a team
- Strong written and verbal communication
- Experience in nonprofit and impact work is a plus
- Experience in marketing, social media and PR is a plus
- A Bachelor's degree is required. A graduate degree in a field related to women and/or media is a plus
- A genuine interest in ReFrame's mission and a commitment to achieving diversity, inclusion and belonging in the entertainment industry

Learn more about the organization at www.ReFrameProject.org.

This is an exempt Full-Time Year-Round position that is an employee of WIF and reports to the Executive Director of WIF, in collaboration with Sundance Institute.

Please send resumé and cover letter via email only to reframe@wif.org with "ReFrame Director" in the subject line of your email. No phone calls please.

WIF is an equal opportunity employer. WIF strongly believes in the strength of diversity and therefore, actively encourages applications from people of any race, color, sex, national origin, religion, age, and ability to apply for positions.