

Detailed Description of Positions for the 15th Edition of Anibar Festival

15th - 21st of July

Peja, Kosova

Cinema Department

Cinema Coordinators: responsible for ensuring the smooth running of all film screenings, including managing the schedule, liaising with filmmakers and distributors and overseeing projection. They will work closely with the programming team to ensure that all films are presented in the best possible way.

Duties and Responsibilities:

- Prepare the venue each day for the audience;
- Communication with festival guests;
- Securing all equipment needed for programs and presentations;
- Coordinating volunteers;
- Preparing introduction information;
- Securing program information/catalogs and selling merchandise/drinks each day;
- Communication with projectionists;
- Understand and transmit the festival program;
- Evaluate and report the overall performance of the department.

Events Department

Event Coordinators: responsible for organizing and facilitating site-specific events and special events such as the opening and closing ceremony, panel discussions, pitching contests, get togethers etc. (*One coordinator will be assigned per one type of event*).

Duties and Responsibilities:

- Securing venues;
- Communication with festival guests and other stakeholders;
- Securing equipment and resources needed for event;
- Coordinating volunteer(s);
- Coordinating and securing food and beverages;
- Coordinating with media staff to promote events;
- Communication with other coordinators;
- Depending on the level of event, other tasks will be assigned;
- Evaluate and report the overall performance of the department.

Jury Department

Jury Coordinators: responsible for managing and coordinating the communication, logistics and evaluation process for potential jury members, ensuring their timely presence at film screenings and maintaining the integrity of the jury process.

Duties and Responsibilities:

- Coordinate and manage communication with jury members while accommodating and updating them with the agenda and other information;
- Ensuring the jury members are in the required venues during film screenings;
- Collaborate with festival organizers to define the criteria and guidelines for jury evaluations and ensure clarity and consistency in the judging process;
- Facilitate the distribution of scripts or other festival entries to jury members and ensure they have access to all necessary materials for evaluation;
- Maintain regular communication with jury members and address any inquiries or concerns they may have regarding the entries or the judging process;
- Schedule and coordinate jury meetings and ensure that they are conducted in a timely manner and that all required participants are present.

Education Department

Education Programs Coordinators: responsible for planning and coordinating the festival's educational activities, including workshops, and masterclasses. They will work closely with educators, artists and industry professionals to deliver all activities for the targeted audiences.

Duties and Responsibilities:

- Communication with tutors;
- Securing all materials needed for workshop/masterclass;
- Coordinating workshop/masterclass volunteer(s);
- Communication with, and coordinating, workshop/masterclass participants;
- Assisting tutor with workshop/masterclass implementation;
- Ensuring the maintenance of the workshop/masterclass spaces;
- Managing the workshop/masterclass venue;
- Evaluate and report the overall performance of the department.

Information Center Department

Information Booth Coordinators: responsible for managing the festival's information center, including staffing, scheduling and ensuring that all visitors have the needed information to enjoy the festival. They will also be responsible for managing lost and found and coordinating with other departments to ensure a seamless visitor experience.

Duties and Responsibilities:

- Securing all promotional materials for each day;
- Securing merchandise to sell;
- Securing money each day (including change for transactions);
- Coordinating volunteers;

- Ensuring booth has adequate staff coverage throughout the day;
- Ensuring volunteers are knowledgeable about the program and the festival layout;
- Communicating with logistics for construction needs (tables, chairs, banners, electricity, etc.);
- Evaluate and report the overall performance of the department;

Projections Department

Projectionist: responsible for projecting the movies in any of the four festival cinemas. Ensuring beforehand that the movies are tested, sound system/visual glitches/translations/subtitles. Individuals must be engaged at least one month prior to the start of the festival to gain institutional, technical and venue knowledge and must have basic projection and festival knowledge.

Duties and Responsibilities:

- Communicating with program coordinator regarding the screening schedule;
- Punctuality with the screening schedule;
- Technical testing for projection equipment prior to the screening;
- Ensure film hard disks are in the proper order for download;
- Evaluate and report the overall performance of the department.

Public Relations Department

Public Relations Coordinator: responsible for understanding the unique aspects of the event and how to effectively promote it to various stakeholders.

Duties and Responsibilities:

- Understand the festival program and schedule and coordinate media plans around it;
- Develop and maintain relationships with media outlets including print, broadcast, online, and social media platforms.
- Draft press releases and other media materials to announce festival news, events, and updates;
- Pitch story ideas and secure coverage in relevant media outlets to increase visibility and attendance;
- Develop strategic media plans to promote the festival locally, nationally, and internationally;
- Identify and pursue promotional opportunities such as partnerships, sponsorships, and cross-promotions with relevant organizations and brands;
- Coordinate press events, interviews, and media appearances for festival organizers, filmmakers, and special guests.

Marketing Department

Marketing Coordinator: responsible for promoting the festival through various channels and creating marketing materials.

Duties and Responsibilities:

- Develop and execute comprehensive marketing plans to promote the animation festival while incorporating online and offline tactics to reach target audiences;
- Identify key marketing objectives, target demographics, and performance metrics to measure the success of marketing initiatives while monitoring and analyzing digital marketing performance using analytics tools, adjusting strategies and tactics to optimize results;
- Collaborate with internal teams to align marketing strategies with overall festival goals and objectives;
- Manage the festival's digital presence across various platforms including website, email campaigns, and online advertising;
- Write compelling copy for marketing collateral, advertisements, and promotional emails to effectively communicate festival messaging;
- Coordinate with graphic designers, photographers, and videographers to create visually appealing content that captures the essence of the festival;
- Identify and establish partnerships with relevant organizations, influencers, and brands to expand the festival's reach and attract new audiences;
- Coordinate co-branded marketing initiatives and promotional campaigns with partners to maximize exposure and engagement.

Content Creation Department

Content Writer in Albanian: responsible for generating creative texts in Albanian related to the festival events and programs for website articles, social media posts, and other promotional texts.

Duties and Responsibilities:

- Follow the events of the festival, collect materials, take notes and write critical follow up articles;
- Write adaptive social media contents for all the social media platforms;
- Adapt the text for national press releases.

Content Writer in English: responsible for generating creative texts in English related to the festival events and programs for website articles, social media posts, and other promotional texts.

Duties and Responsibilities:

- Follow the events of the festival, collect materials, take notes and write critical follow up articles;
- Adapt the text for newsletters and international press releases;
- Ideally an international journalist or writer with animation industry knowledge and familiarity with animation related content writing.

Translator: responsible for real time translation from Albanian to English and vice-versa of produced materials and texts for articles, press releases, social media posting and other related materials.

Duties and Responsibilities:

- Professional writer in Albanian and English who knows how to adapt translations in both languages;
- Collects and translates content from the content writers;
- Forward the update texts to the colleagues for further execution.

Social Media Management

Social Media Managers: responsible for social media channels of the Anibar Festival including Facebook, Instagram, X (Twitter), Youtube, LinkedIn, TikTok, etc. Individuals must be engaged at least one month prior to the start of the festival to gain institutional and venue knowledge and must have basic social media management and festival knowledge.

Duties and Responsibilities:

- Collect content materials from the content writers, photographers, videographers, designers and the volunteers of the team;
- Create creative and up to date materials;
- Understand and follow the program of the festival in a timely manner based on the schedule;
- Follow the schedule of the posts created by the Communication Coordinator;
- Real time working;
- Stay in touch with social media contacts;
- Keep track of social media insights;
- Create interactive posts (polls, questionnaires, quizzes, etc.).

Visual Department

Designer/Editor: responsible for creating visually compelling graphics, animations, and promotional materials to enhance the branding and marketing efforts of the animation festival. They utilize their expertise in design software and editing tools to produce high-quality content that effectively communicates the festival's themes, highlights, and key messages to its target audience.

Duties and Responsibilities:

- Create content that requires Photoshop, Illustrator, Premiere Pro and After Effects skills;
- Adapt the content for different social media platforms;
- Generate designs based on templates for promotional materials (online & offline);
- Coordinate with the external design studio on new materials.

Professional Photographers & Videographers: responsible for capturing the essence and energy of the animation festival with stunning visuals.

Duties and Responsibilities:

- Follow the schedule of the posts created by the Communication Coordinator;
- Capture high-quality photographs and videos of festival events, screenings, and special activities to showcase the animation festival;

- Produce visually appealing photographs and videos for use in marketing materials, advertising campaigns, and social media posts, aligning with branding guidelines and messaging objectives;
- Attend and document special events such as opening ceremonies, awards presentations, and appearances, ensuring comprehensive coverage and memorable moments are captured;
- Demonstrate expertise in using professional photography and videography equipment, maintaining high standards of technical excellence in capturing and editing visual content;
- Respect copyright laws, obtain necessary permissions, and deliver edited photographs and videos on time, while upholding ethical standards and maintaining professionalism in all interactions.

Technical Production Department

Logistic Department Assistant: responsible for planning and coordinating all festival aspects, including venue building, transportation, sound, lighting, projection and technical support for all activities.

Duties and Responsibilities:

- Set up and operate technical equipment;
- Coordinate with the production team to ensure the proper implementation of all technical requirements;
- Install and maintain audio, video, lighting and other technical equipment;
- Conduct equipment checks and troubleshoot technical issues;
- Assist in the design and implementation of technical setups and layouts;
- Monitor and adjust audio and video levels and ensure quality and consistency;
- Collaborate with directors, producers and performers to fulfill technical requirements;
- Participate in rehearsals and provide technical support before and during performances;
- Assist in the setup and dismantling of production sets and equipment.

Volunteer Department

Volunteer Coordinator Assistant: responsible for supporting the Volunteer Coordinator in managing all aspects of volunteer management, including communication, training, agreements, accommodations, issue resolution and post-festival reporting.

Duties and Responsibilities:

- Assisting the Volunteer Coordinator of all aspects of volunteer management;
- Communication with potential volunteers;
- Creating training materials/package;
- Facilitation of training sessions;
- Securing volunteer agreements;
- Communication with Guest Services for volunteer accommodations;
- Distribution of volunteer badges;
- Communication with all festival coordinators;
- Resolution of volunteer issues during festival;
- Creation and distribution of volunteer survey post-festival;
- Evaluate and report the overall performance of the department.

Hospitality Department

Hospitality Coordinator Assistant: responsible for supporting the Guest Services Coordinator in managing guest services throughout the festival.

Duties and Responsibilities:

- Assisting the Guest Services Coordinator with all aspects of guest services management;
- Arranging transportation for festival guests;
- Arranging accommodations for festival guests;
- Coordinating volunteers during festival;
- Distribution of festival materials to guests, including welcome bags and IDs;
- Serve as point of contact for guests during festival;
- Provide information for festival visitors on hotels, festival events and area activities;
- Evaluate and report the overall performance of the department.