



JOB DESCRIPTION

DEI Officer

The DEI Officer is a **freelance consultancy role** for the European Film Academy. While limited in time, the officer is the operational lead for the Academy on DEI policies, providing thought leadership to build and maintain our position at the vanguard of embracing the creative and economic opportunities of diversity within the European film industries, and building industry partnerships.

You will work closely with and support the CEO of the European Film Academy, and help on broadening our current Diversity & Inclusion Standards, deputising and representing this vision where necessary.

You will co-initiate and lead a constructive dialogue and motivating vision on inclusion and equity across the European Film Academy, consulting with internal stakeholders to successfully deliver strategic inclusion work covering the range of work the Academy is working in: from monitoring the consistent implementation of our D&I Standards; inclusivity data; and supporting our Knowledge Sharing department, as well as supporting membership and audience development/community building strategies. Your input will affect the management's decision-making on project managing, workstreams, resource planning and responsibilities between departments.

You'll be the leading ambassador of the Academy's inclusion work, advocacy and consultancy for European industries incl. speaking at events or representing the Academy in meetings (according to the travel regulations of the European Film Academy).

Strategic Goals: Creating an organization in which DEI policies translate into actions that are carried widely, enriching the work we do and helping to build trust among underrepresented groups in the European film industries, encouraging people to partake in our work and join our community.

Key Metrics: Monitoring and Support, Analysing and Reporting are key elements, as well as diversifying overall participation in our work.

What do we expect from you?

RESPONSIBILITIES

The D&I Officer is responsible for ensuring that the European Award Season (formerly known as Month of European Film) and its closing event the European Film Awards reflect and promote diversity, equity, and inclusion in all activities. Key focus areas include:

A. Monitoring Programming and Content Diversity

- Ensure the European Award Season showcases a broad range of European voices, cultures, and languages, with a focus on underrepresented regions (e.g., Eastern Europe, smaller production countries).
- Ensure European film heritage (classics, anniversaries) reflect the Academy Diversity & Inclusion Standards and foster a sense of cultural belonging and context for contemporary films shortlisted and nominated
- Ensure the European Young Audience Award (EYAA) can engage teenage audiences (12–19 years old) and promote films for young viewers while taking the Academy Diversity & Inclusion Standards into account

B. Monitoring Audience Inclusion

- Support to expand access to European films for diverse audiences (e.g. BIPOC, indigenous, LGBTQIA+, elderly, non-English speakers, people with disabilities).
- Support work with partner cinemas to tailor screenings for specific communities (e.g. horror fans, French film enthusiasts, local immigrant groups).
- Support barrier-free access (e.g. subtitles, audio descriptions, sign language interpretation) for events and digital content.

C. Data Collection and Analysis

- Monitor and analyse diversity metrics (e.g., geographic, gender, ethnic representation) in film selections, nominations, and audiences.
- Use audience surveys (e.g., Awards Audience Survey 2025) to measure perceptions of diversity and inclusion, e.g.:
 - 0 % of respondents noted good geographic diversity.
 - 0 % noted good gender diversity.
 - 0 % noted good ethnic diversity.
 - 0 % noted other forms of diversity.
- Collect qualitative feedback (e.g., testimonials, case studies) to assess the impact of the Academy's DEI initiatives.

D. Partnerships and Outreach

- Support to identify and collaborate with local partners in underrepresented regions (e.g., Eastern or Southeastern Europe) or communities (e.g. indigenous, Roma, LGBTQIA+, etc.) to ensure diverse programming.
- Support the European Award Season team to encourage partner cinemas in the Europa Cinemas, CICAÉ, and UNIC network to expand the community of cinemas participating in the European Award Season and promote inclusive practices.
- Engage and participate in film festivals (on invitation only, and with travel and lodging costs fully covered by the inviting festivals), cultural institutes, and conference programmes to amplify diverse European voices.

E. Support Communication and Awareness

- Support the development of social media campaigns to highlight diversity and inclusion in European cinema (e.g. specific posts on heritage films, diverse filmmakers, underrepresented stories).
- Support collaboration with influencers and digital content creators to reach younger and diverse audiences (e.g. Gen Z, millennials).
- Support the organisation of workshops and training initiatives (e.g. Sunday in the Country) to share best practices for inclusive cinema programming and audience engagement.

F. Monitoring and Reporting

- Use the Academy's media monitoring tools (e.g. Mention, Meltwater) to track the reach and impact of DEI initiatives in press and social media.
- Prepare annual reports on progress, using quantitative (e.g., audience diversity data) and qualitative (e.g., feedback, case studies) evidence.

Skill set:

To excel in the **freelance consultancy** role of DEI Officer, you have a range of skills and bring a certain personality, but you're also capable to distinguish and switch between the bigger picture and the need for detail. You're comfortable using your considerable communications skills both interpersonally and in writing. You enjoy the following activities: research, writing, interacting with people, analysis and setting realistic goals. Other requirements:

- Proven professional experience with significant experience in programme management and partner engagement
- Strong track record of delivering diversity programmes within the cultural sector
- Ability to show industry wide thought leadership
- Ability to identify opportunities to develop diversity and inclusion programmes which support the Academy's strategic aims
- You're an outstanding communicator, able to present complex issues clearly and persuasively, both in person and written
- You're a strong team player, who as a key part of their role supports colleagues to deliver
- Proven experience of successful people management and development, and the ability to coach staff
- Good understanding of planning and budgetary principles
- Ability to be proactive, generate new ideas and work flexibly.
- Ability to work within tight deadlines, adjust to changes in priorities, and balance short term needs with long term strategic initiatives.
- A demonstrable commitment to the principles of diversity and inclusion and its practical application and integration in the work environment
- An approach that supports our brand values
- A strong interest in European cinema