



## IDENTIFICATION

| Department                       | Position Title              |                             |
|----------------------------------|-----------------------------|-----------------------------|
| Industry, Tourism and Investment | Film and Promotions Manager |                             |
| Position Number(s)               | Community                   | Division/Region(s)          |
| 63-11082                         | Yellowknife                 | Economic Diversification/HQ |

## PURPOSE OF THE POSITION

The Northwest Territories (NWT) Film and Promotions Manager (Manager) acts as the Film Commissioner and leads the GNWT's development, implementation and management of programs, policies and activities that support the promotion, growth and sustainability of the NWT Film and Media Arts (FMA) industry. The position is also responsible for the promotions of the various initiatives related to the Economic Diversification Division including assisting with promotion of the traditional economy and fine arts and crafts activities.

## SCOPE

The NWT FMA sector provides an important and growing foundation that allows northern story tellers to continue the oral traditions of the NWT in new and exciting platforms. The range of film and digital media available allows story tellers to explore new ways of story production and to reach a much larger territorial, national and international audience. The unique environment, locations and talent base of the NWT also attracts film and media production companies from around the world which is an important economic driver and helps to promote the NWT on a global basis.

The Manager reports to the Director, Economic Diversification and is responsible for leading business and economic assistance program initiatives related to the NWT FMA industry; developing strategies, policies and programs designed to grow the industry; leading the promotion and marketing of the unique locations, stories and talents offered by the NWT to the FMA industry on a local, national and international basis; and attracting productions to the NWT that will provide economic value to the community via employment and local service revenues. The Manager is also responsible for representing ITI interests in related inter-governmental, industry and other forums; and monitoring and reporting on usage of ITI FMA programming; and reporting on the NWT FMA sector in general.

The Manager is responsible for implementing the NWT Film Strategy and Action Plan which is a multi-stakeholder guide to the planning and implementation of the policies, programming, partnerships and investments required to fully develop the economic potential of the NWT's FMA sector. The Manager will oversee the Northwest Territories Film Commission website, a one-stop, multi-stakeholder supported, online source of information for anyone active in the film industry in the NWT. Primarily aimed at film production companies the website also hosts the NWT Film Suppliers Guide - an online catalogue of NWT based talent and industry based services available for contract or hire.

The Manager will lead and support division wide promotions and marketing activities designed to promote all aspects of economic diversification activities including the traditional economy, agriculture and fine arts and crafts. He/she is responsible for leading the activities of the unit including financial and human resources management.

### **RESPONSIBILITIES**

1. Lead the development, management, implementation and evaluation of strategies, policies, programs and financial support designed to increase investment and participation in the NWT FMA industry.
  - Lead the development and implementation of NWT and FMA strategies including the NWT Film Strategy and Action Plan;
  - Develop, implement and coordinate film policies and support programs;
  - Make recommendations to Departments and Regional staff regarding the application of FMA policies, programs and guidelines;
  - Provide expert advice to Departments and Regional staff in regards to applications, funding or otherwise, that would have a significant impact on the FMA sector;
  - Review and co-ordinate assessment of financing proposals and make recommendations on the approval of funding requests that have an impact on contributing to the development and promotion of the FMA sectors;
  - Prepare analysis, documentation and recommendations on funding proposals seeking support of film and media ITI programming including, but not limited to, the Film Rebate Program.
  - Work with Division Managers and Regional Trade and Investment representatives to promote and support investment in the FMA sector;
  - Provide guidance, advice and direction in setting and meeting FMA objectives and priorities;
  - Evaluate strategies, policies, programs and funding related to industry development;
  - Research and evaluate new national sector strategies, policies and programs related to the FMA industry;
  - Lead ITI efforts in the development of the FMA industry and sector on a Regional and community level;
  - Facilitate inquiries regarding film/video production by advising and assisting productions with information on local regulations, permitting processes and the availability of services and suppliers to ensure compliance and maintenance of professional standards.

2. Promote the NWT FMA sector in order to develop local film/media-makers and attract investment and participation of the national and international FMA industry in the NWT.
  - Develop, implement and evaluate a comprehensive marketing plan to encourage filming activity and use of services in the NWT;
  - Develop promotional and marketing materials, promoting the NWT FMA industry, locations, programs, talents and services, for use in multiple forums and events;
  - Lead targeted marketing missions and participate in local, territorial, national and international television and film festivals, trade shows and events;
  - Maintain and develop new and existing websites, advertisements, and industry materials that will promote the filming sectors in the NWT;
  - Provide information on policy and programming and the FMA sector to the NWT public, governments and other stakeholders to create awareness of FMA industry;
  - Promote and market FMA programming, the NWT FMA industry, NWT locations, talents and services to the national and international film and media arts industry;
  - Promote the NWT as a unique filming location as well as promoting development of NWT filmmakers through locally produced projects or through promotion of use of local skills in non-NWT productions.
3. Establish and maintain networks and relationships with governments, industry groups and other stakeholders to increase awareness of, and participation in, the NWT FMA industry.
  - Lead GNWT efforts to partner with key public and private sector organizations and agencies (Association of Provincial Film Funding Agencies, Association of Film Commissioners International, Tele-film, Canada Media Fund) to promote the industry;
  - Liaise with local industry organizations (such as Chambers of Commerce, municipalities, industry groups, etc.) to leverage investments and co-ordinate sector support and promotion efforts;
  - Serve as general Departmental lead on intra-governmental and inter- governmental committees (CanNor, etc.) dealing with NWT FMA business assistance and economic development programming;
  - With NWT Tourism, establish linkages to the tourism sector by leveraging film projects, festivals and like opportunities in cooperation with the regional ITI offices;
  - Work with the Department of Education, Culture and Employment (ECE) to develop, implement and coordinate strategies and protocols that will guide development of the NWT FMA sector;
  - Act as contact person for filming in the NWT and provide location information to non-NWT filmmakers.
4. Develop and maintain the Northwest Territories Film Commission website directory of FMA industry suppliers, funding agencies and other industry related contacts to assist the sector in advancing production and marketing capability and raise the industry's profile
  - Create and distribute periodic reports and information to governments, stakeholders, artists and industry using database information;

- Develop, negotiate and work with contract staff to refine, update, and improve database systems;
- Establish and maintain information management systems used for tracking and reporting on the FMA Sector;
- Oversee on-going development and maintenance of the NWT Film Commission website and NWT Film Suppliers Guide.

5. Lead and participate in division wide marketing and promotion strategies and activities to promote all aspects of the economic diversification.

- Lead and conduct projects and research in support of the economic diversification unit's sector development activities;
- Develop and implement marketing and promotional programs to assist in promoting the various divisional responsibilities;
- Participate either directly or through joint agreements in trade shows and at other venues that promote the NWT traditional economy, fine arts and crafts and FMA sectors.

6. Manage the human resources, financial and administrative functions of the unit to provide effective and efficient services within budgeted frameworks.

- Manage human resource functions within the unit including staffing, direction setting and performance evaluations;
- Develop and implement annual work plans that establish short and long term objectives;
- Prepare terms of reference and statements of work to direct contractors;
- Identify budget requirements and funding sources directly or through partnerships
- Forecast and manage the unit's budget in a fiscally responsible manner;
- Negotiate cost shared arrangements with Regional Offices to meet agreed upon broad objectives and priorities;
- Monitor and report on arts, crafts, culture, filming and investment activity;

7. Provide support to the Director in the area of reporting and documents for Cabinet:

- Prepare Cabinet or FMB decision papers related to the scope of this position, as well as briefing notes for Directorate or Minister.
- Prepare reports and progress on arts, crafts, culture filming programming as required.

## **WORKING CONDITIONS**

### **Physical Demands**

No unusual physical demands.

### **Environmental Conditions**

No unusual environmental demands.

### **Sensory Demands**

No unusual sensory demands.

### **Mental Demands**

No unusual mental demands.

## **KNOWLEDGE, SKILLS AND ABILITIES**

### **Knowledge**

- Knowledge of the FMA sector, including and not limited to, film and video/digital media production in general, relevant territorial and municipal regulations and the community based contacts and locations of interest to the F&MA sector.
- Film project financing knowledge and familiarity with industry standards in regards to the preparation, presentation and evaluation of related proposals.
- Knowledge of industry and business development strategies, programs and methodologies.
- An understanding of NWT community dynamics to include political structures, socio-economic circumstances, and the NWT economy.
- Knowledge of Aboriginal groups, land claim issues, and resource development activities throughout the NWT.
- Knowledge of Territorial and Federal legislation, regulations and industry standards in the FMA sector.
- Knowledge of Territorial and Federal strategies, policies, and programs relevant to the FMA sector.
- Knowledge of national and bi-lateral F&MA funding and contribution agreements
- Knowledge of ITI FMA programming including the application, evaluation, approval and delivery processes.
- Knowledge of public participation and consultation processes.
- Knowledge of and respect for traditional and local knowledge.

### **Skills**

- Ability to conduct in-depth research and report on findings in an effective, efficient manner.
- Ability to plan, organize, integrate, and coordinate activities and to provide clear directions.
- Ability to quickly develop and apply creative, innovative solutions to problems.

- Ability to analyze complex situations with changing political and economic factors.
- A high level of verbal skills as the position represents the NWT in a variety of national and international situations.
- A high level of written communication skills to develop briefing notes, draft strategies, and communicate with a wide range of audiences including stakeholders, communities, governments and businesses.
- Effective listening skills and the ability to interact in a positive, professional and business-like manner with stakeholders.
- Ability to work in a partnership environment such as on task forces, inter and intra-departmental committees, cross-functional teams, and special projects.
- Proficient computer skills including word processing, database, spreadsheet, graphics, internet and electronic mail.
- Proven team leadership, personnel management and motivation skills.
- Budgeting, planning and financial management skills.

**Abilities:**

- Ability to work in cross cultural situation
- Ability to represent the Department in a variety of forums with professional credibility and integrity
- Ability to achieve results in an environment of continual change, uncertainty, limited resources, and complex issues that often have underlying political implications of territorial scope
- Ability to react and respond quickly to urgent demands from Senior Management
- Ability to operate independently to managing projects, particularly in remote locations.

**Typically, the above qualifications would be attained by:**

A relevant bachelor's degree or equivalent in an educational discipline such as film and media arts, business administration or tourism in addition to five years of related experience in film production/administration or the film and media arts industry and three years of business policy development or business program delivery experience. Completion of the Association of Film Commissioner's International Film Fundamentals training program would be considered an asset.

**ADDITIONAL REQUIREMENTS**

**Position Security (check one)**

No criminal records check required

Position of Trust – criminal records check required

Highly sensitive position – requires verification of identity and a criminal records check

**French language (check one if applies)**

French required (must identify required level below)

Level required for this Designated Position is:

ORAL EXPRESSION AND COMPREHENSION

Basic (B)  Intermediate (I)  Advanced (A)

READING COMPREHENSION:

Basic (B)  Intermediate (I)  Advanced (A)

WRITING SKILLS:

Basic (B)  Intermediate (I)  Advanced (A)

French preferred

**Aboriginal language: Choose a language**

Required

Preferred