



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Manager, Arts Programming	
Position Number	Community	Division/Region
63-10605	Yellowknife	Economic Diversification/HQ

PURPOSE OF THE POSITION

The Manager, Arts Programming is accountable for working collaboratively with stakeholders and partners to develop the arts, fine crafts and fur sectors in the Northwest Territories (NWT).

SCOPE

Reporting to the Director, Economic Diversification and located in Yellowknife, the Manager, Arts Programming is responsible for the development, implementation and management of programs, policies and activities that support and encourage the creation and marketing of NWT arts and fine crafts. The Manager is also responsible for developing, implementing and administering marketing strategies, policies and programs designed to enhance and grow the traditional sector (fur) of the NWT economy designed to enhance and grow the creative economy of the NWT.

The mandate of the Department of Industry, Tourism and Investment (ITI) is to promote economic self-sufficiency through the responsible development of NWT mineral and petroleum resources, the development of natural resource industries, including agriculture, commercial fishing and the traditional economy, and the promotion and support of tourism, trade and investment, business, and manufacturing and secondary industries, to create a prosperous, diverse and sustainable economy for the benefit of all NWT residents.

The Manager works within a legislative and policy framework that includes the Economic Opportunities Strategy and the Arts Strategy as well as Government of the Northwest Territories and ITI policies and procedures.

The NWT has a unique and distinctive cultural heritage that is reflected through the skills of its many artisans. The arts and fine crafts sector is not only a vital economic driver, particularly for Indigenous peoples in small NWT communities; it is an integral part of the NWT cultures and traditions. Providing supports and encouragement for this creative sector helps to ensure that the cultures and traditions are maintained and revitalized over time.

The NWT fur sector plays a key role in the overall economy and is of primary importance for many residents, particularly in small, remote communities across the NWT. Maintaining and growing this sector is fundamental to allowing NWT residents to maintain highly valued traditional lifestyles and possibly reduce local cost-of-living challenges.

The strategies and policies that support the arts, fine crafts and traditional sectors are intended to bring awareness to the important cultural connections to the usage of traditionally created products, and the value the arts sector adds to unique economic diversity in the North. It is of paramount importance that the traditional knowledge associated with the production of these products is passed onto future generations in order to ensure that the rich cultural heritage of the NWT is preserved and can continue and an economic development opportunity.

The Manager oversees the development, enhancement and maintenance of the on-line website and directory (nwtarts.com) which consists of registered NWT artists, suppliers, retailers, organizations, partners, funding agencies and other industry related stakeholders to assist the arts sector in advancing production and marketing capability and raise the industry's profile.

The Manager is responsible for overseeing the administration of the marketing and promotions aspect of the NWT Genuine Mackenzie Valley Fur (GMVF) program to maximize opportunities for harvested NWT fur products and work collaboratively with the Department of Environment and Natural Resources (ENR) to ensure a responsible, sustainable and humane harvesting and trapping program is maintained.

The Manager acts as an NWT Cultural Ambassador and/or escort for various cultural performers and artists attending national and international events.

Failure to provide sound leadership and direction and/or develop effective strategies and policies may have a profound and lasting impact on the growth of these key sectors and on northern communities, businesses and individuals.

A variety of duties are assigned to the Manager and the Manager must effectively assess and prioritize projects in order to achieve a successful outcome.

RESPONSIBILITIES

- 1. Leads the development and implementation and evaluation of strategies, policies, programs and financial supports.**
 - Leads the development and implementation of arts and fine crafts and strategies.

- Develops, implements and coordinates arts and fine crafts support programs.
- Provides expert advice to Departments and Regional staff in regards to applications, funding for arts and fine crafts development.
- Reviews and coordinates assessment of financing proposals and make recommendations on approval of funding requests.
- Researches new national sector strategies, policies and programs related to the sectors.
- Represents the Division on Inter-Government Working Committees to develop and monitor a strategy to guide development of the arts, fine crafts and fur sectors.

2. Promotes the arts and fine crafts sector to increase participation in, and returns on, artistic activities.

- Establishes long term marketing strategies at the Territorial, National and International levels to promote the arts of the NWT.
- Develops promotional and marketing materials, promoting arts and fine crafts sector.
- Develops and maintains artist profiles, advertisements, and industry material that will promote the arts and fine crafts sectors of the NWT.
- Participates where possible in the planning and or/ attendance of Territorial, National, or International cultural events to promote arts and fine crafts.
- Acts as an NWT Arts Ambassador and/or escort for various cultural performers and artists attending national and international events.
- Acts as Registrar of the NWT Arts Program.
- Manages program use and implementation and reviews all appeals and requests for exemption to the registration process.

3. Develops and manages programs and supports to ensure that artists have access to materials and supplies, markets and distribution channels for the sale of arts and fine crafts works.

- Researches, develops and implements solutions to raw material and equipment supply problems in a cooperative effort involving other departments, division and organizations.
- Researches, develops and implements product development or other program options.
- Establishes and maintains products markets and distribution channels that allow artisans to display and sell arts and fine crafts works.
- Promotes utilization of E-commerce by artisans to market their products to as broad as market area as possible.

4. Develops networks and contacts with governments, industry groups and other stakeholders to increase awareness and distribution of arts and fine crafts products:

- Establishes a linkage to the tourism sector by networking with regional tourism personnel.
- Liaises with various industry organizations Canadian Council for the Arts, Canadian Heritage, Canadian Crafts Federations, Yukon and Nunavut Government.

- Works closely with all relevant Division and Departmental Managers, the Director of the Division, as well as regional Trade and Investment representatives.
- Works closely with the Director and Regional staff to provide support and services to all communities and local artisans related to the arts sector.

5. **Oversees the maintenance and enhancement of the current on-line website and directory (nwtarts.com).**

- Oversees periodic reports and information distribution to interested staff, artists and industry using database information to assist in the identification of valued arts and fine crafts.
- Develops updates and reports on yearly 'action plans' targeted at meeting the commitments set forth by the GNWT to support the sectors.
- Develops and negotiates with contract staff to refine, update and improve database systems.
- Oversees the maintenance and development of the new/existing website, advertisements, and industry materials that will promote the arts, fine crafts and fur sectors in the NWT.

WORKING CONDITIONS

Physical Demands

No unusual physical demands.

Environmental Conditions

No unusual environmental conditions.

Sensory Demands

No unusual sensory demands.

Mental Demands

No unusual mental demands.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of the arts industry, traditional knowledge and cultural traditions relevant to the NWT.
- Knowledge and experience in evaluating products promotion and developing and implementing marketing strategies.
- Knowledge of the fundamentals of economic development, financial management, marketing techniques and knowledge of the economy.
- An understanding of the NWT community dynamics to include political structures, socio-economic circumstances, and the NWT economy.
- Knowledge of Indigenous governments and organizations, land claim issues, and resource development activities throughout the NWT.

- Knowledge of Territorial and Federal legislation, regulations and industry standards in the arts and fine crafts sectors.
- Knowledge of Territorial and Federal strategies, policies, and programs relevant to the arts and fine crafts sectors.
- Knowledge of national and bi-lateral arts and fine crafts and performing arts sectors funding and contribution agreements.
- Knowledge of public participation and consultation processes.
- Knowledge of and respect for traditional and local knowledge.
- Skills and abilities in the handling or conduction of situations and personalities under confrontational conditions and to effectively manage the situation.
- Skills and abilities to communicate in cross-cultural situations and environments and to effectively deal with conflicting ideals and principals.
- Skills and abilities in workshop and presentation delivery.
- Skills and ability to effectively conduct themselves in a professional manner incorporating both written and verbal presentation technique to a wide range of internal and external audiences.
- Skills to be able to negotiate compromise and encourage committees and groups to reach consensus in formulating policies and strategies.
- Skill and ability to communicate and effectively deal with public and other industry professionals (public and private sector).
- Ability to communicate and interact in traditional Indigenous settings and communities.
- Ability to represent the Department in a variety of forms with professionalism 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.
- Ability to operate computer based graphics, I publishing software programs, computer and multi-media presentations and, with standard office multi-task package (word processing, spreadsheets, database management etc.).

Typically, the above qualifications would be attained by:

Completion of a relevant bachelor's degree or equivalent in an educational discipline such as administration or management of arts and/or fine crafts sectors combined with at least 5 years of related experience in arts and fine crafts administration and 3 years of business policy development or business program delivery experience (which could be concurrent).

Assets include:

- The ability to speak an Indigenous language.

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 applicable)

- 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

Indigenous language: Select Language

- Required
- Preferred