



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Arts Programs Officer	
Position Number	Community	Division/Region
63-11183	Yellowknife	Economic Diversification/HQ

PURPOSE OF THE POSITION

The Arts Programs Officer is accountable for assisting the development of the arts and fine crafts and fur sectors in the Northwest Territories.

SCOPE

Reporting to the Manager, Arts Programming (Manager), the Arts Programs Officer (Officer) is located in Yellowknife and is responsible for the supporting the development, implementation and management of programs, policies and activities that support and encourage the production and marketing of arts and fine crafts and furs linked to the cultural heritage of the North.

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 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 sector helps to ensure that the cultures and traditions are maintained and revitalized over time.

The NWT traditional 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 unique diversity in the arts industry, the important cultural connections to the usage of traditionally created products, and the value the arts industry adds to 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 that the rich cultural heritage of the North is preserved.

The Officer 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 Officer will provide assistance to the Manager who is responsible for leading business and economic assistance to the arts and fine crafts and fur sectors in the NWT. This includes assisting in the development of strategies, policies and programs designed to grow a successful and sustainable industry in the NWT, promote and market NWT arts, fine crafts and furs manufactured by NWT residents to provide economic value to communities through employment and local service revenues.

The Officer works closely with colleagues in Regional Offices and Headquarters and staff from Education, Culture and Employment (ECE). The Manager works with a broad range of colleagues external to the GNWT including Federal Government Departments and Agencies, Indigenous governments and organizations, regional/territorial organizations and community groups and local NWT creative businesses.

The Officer will support the Manager who is also responsible for representing ITI interests in related inter-government, industry and other forums; and monitoring on the purchase of NWT arts, fine crafts and furs; and reporting on these sectors, in general.

A variety of duties are assigned to the Officer and the Officer works regularly with the Manager to assess and prioritize projects in order to achieve a successful outcome.

RESPONSIBILITIES

1. Assists in the development, management, implementation and evaluation of strategies, policies, programs and financial support designed to increase investment and participation in the arts, fine crafts and fur sectors.

- Provides advice in setting and meeting objectives and priorities.
- Monitors and reviews the success of policies, guidelines and support programs.
- Makes recommendations to the Departments and Regional staff regarding the application and delivery of policies, programs and guidelines.
- Provides clients with information on funding programs and initiatives including eligibility requirements and application procedures.

- Reviews and co-ordinates assessment of financing proposals and makes recommendation on the approval of funding requests that have an impact on contribution to the development of the sectors.
- Researches new national, provincial/territorial strategies, policies and programs related to the sectors to ensure that programs are operating at industry standards and consistent with industry trends.
- Researched tactics that will increase product development in the NWT.

2. Promotes and creates awareness of the arts, fine crafts and fur sectors in order to increase purchases of goods produced by NWT residents.

- Provides local, national and international retailers with information about the sectors.
- Assists in the development, implementation and evaluation of a comprehensive marketing plan.
- Assists in the promotion and communication of program objectives, guidelines and processes to targeted clients by the development of promotional and marketing materials.
- Provides information on the sectors to the NWT public, Indigenous governments and other stakeholders.
- Participates at local, territorial, national and international events as opportunities arise.
- Manages the photo library and video assets, including contracting with photographers.

3. Establishes and maintains networks and relations with government, industry groups and other stakeholders to increase awareness of, and participation in, the arts, fine crafts and fur sectors.

- Promotes, develops and maintains information networks and a close working relationship with local industry groups, the business community and other stakeholders.
- Co-leads efforts to partner with key public and private sector organization and agencies.
- Liaises with local industry organizations to leverage partnerships, investments and co-ordinate efforts.
- Works with ECE to develop, implement and coordinate strategies and protocols that will guide development of the sector.

4. Maintains develops and enhances the current an on-line website and directory (nwtarts.com).

- Creates and distributes periodic reports and information 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 arts sectors.
- Develops, negotiates and works with contract staff to refine, update and improve database systems.

- Maintain and develop the new and existing website, advertisements, and industry materials that will promote the arts and fine crafts 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.
- Knowledge of the NWT community dynamics to include political structures, socio-economic circumstances, and the NWT economy.
- Knowledge of Indigenous groups, land claim issues, and resource development activities throughout the NWT.
- 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 perform in a professional manner incorporating both written and verbal presentation technique to a wide range of internal and external audiences.
- 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 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 Bachelor's Degree in Marketing, Arts Administration and Management, Business Management, or a related discipline, along with 2 years' experience in marketing or program/project management.

OR

Completion of a Diploma in Marketing, Digital Marketing, Arts Administration and Management, or a related discipline, along with 3 years' experience in marketing or program/project management.

Assets include:

- The ability to speak an Indigenous language
- Knowledge about the NWT Creative Sector and the Fur Industry

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