



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Manager, Promotion and Marketing	
Position Number	Community	Division/Region
63-11342	Hay River	Policy, Planning, Communications and Analysis

PURPOSE OF THE POSITION

The Manager, Promotion and Marketing oversees the Promotion and Marketing Unit and is responsible for the development and implementation of marketing and promotional initiatives undertaken in support of Department programs, services, and projects across the NWT, nationally and internationally.

SCOPE

Located in Hay River and reporting directly to the Assistant Director, Strategic Communications, the Manager, Promotion and Marketing works with ITI Directors, Superintendents, Managers, and communications staff, as well as, directly with employees, professional organizations and private-sector associations, agencies and contractors.

The position provides advice, analysis and support in the development, implementation and evaluation of creative and proactive marketing and promotional initiatives designed to: attract mineral and petroleum investors and companies to acquire properties or projects in the NWT; and increase resident subscription and participation in economic development programs and services delivered by the Department. The Position also manages the use and integrity of formal and informal brands related to Department Programs.

The GNWT, through the Department of Industry, Tourism and Investment (ITI), promotes economic self-sufficiency through the sustainable development of natural resources, support for grass-roots economic growth and diversification, and the pursuit of a positive entrepreneurial environment.

The attraction of private-sector resource exploration and investment to the Northwest Territories is foundational to the economy and to the economic benefits (employment,

business development opportunities) that it provides for NWT residents. The promotion and marketing of the economic development programs, services and opportunities is essential to the success of sustaining both overall NWT economic growth and regional diversification.

In day to day activities and decisions, the Manager, Promotion and Marketing plays an important role in the Department's attraction of this investment to the territory.

RESPONSIBILITIES

1. Develops and implements targeted marketing and promotional initiatives and events aimed at attracting private-sector investment in the NWT's resource exploration and development sectors.

- Researches and assesses appropriate marketing initiatives supporting the GNWT's Mineral Development and Petroleum Resources Strategies.
- Manages the Department's participation in engagement-marketing events to provide information on investing in the NWT.
- Manages the use and integrity of the Department's Unlocking Our Potential brand.
- With the Assistant Director of Strategic Communications, coordinates the analysis development and design of local, national and international marketing, advertising, promotion and media plans.
- Contributes input and information on marketing and promotion for Ministerial briefing purposes.
- Provides input into development of public speaking opportunities for the Minister and senior staff.
- Identifies targeted conferences, trade shows and speaking opportunities that meet the Department's interests in marketing the NWT as a destination for investment.
- Negotiates contracts with the organizing companies for logistics, space and advertising.
- Attends marketing conferences and networking events as a Department representative.
- Ensures that Department representatives have all of the information they require prior to attending conferences.
- Develops demonstrable cross-jurisdictional cooperation and Indigenous and private-sector collaboration in support of the GNWT's message for marketing purposes.
- Develops sector-specific materials for distribution at conferences and promotional events.
- Ensures that all contact information from engagement marketing events is collected and maintained in a database for follow up.
- Collaborates with staff across GNWT departments and industry associations to plan joint participation at and/or sponsorship of trade show and networking events. Represents the department on inter-governmental and industry working groups and committees related to the resource sector.
- Develops and maintains productive relationships with media, particularly trade media for the resource sector, to identify, respond to, and support opportunities to promote the NWT mining and oil and gas sectors.

2. Manages the overarching objectives, implementation and roll-out of planned marketing initiatives for the Department's Economic Development mandate.

- Serves as contact for marketing, promotion and advertising activities.
- Works with Departmental Directors, Superintendents and Managers to ensure marketing needs are identified.
- Guides and delegates the implementation of marketing and promotional activities and initiatives.
- Guides and delegates the development of marketing products and promotional materials including general printed material, promotional products and sector-specific reference material.
- Maintains effective internal communications to ensure that Departmental staffs are kept informed of objectives and messaging.

3. Analyzes statistical information and relevant metrics with respect to marketing and promotional activities for strategic planning purposes.

- Monitors and reports on the effectiveness of marketing communications.
- Maintains, updates and keeps accurate statistics on the effectiveness of specific marketing initiatives.
- Identifies and analyzes Key Performance Indicators (KPIs) as they relate to marketing and promotional initiatives.

4. Manages the human and financial resources of the Promotion and Marketing Unit in order to meet divisional and departmental objectives.

- Develops and implements annual work plans that establish short- and long-term objectives for the unit.
- Forecasts and manages the unit's budget in a fiscally responsible manner.
- Supervises and manages the Promotion and Marketing Officer, contractors, casual staff and consultants.

5. Performs other related duties.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual conditions

Sensory Demands

No unusual demands.

Mental Demands

The incumbent will be expected to travel to territorial, national and international destinations approximately a dozen times in total annually.

KNOWLEDGE, SHILLS AND ABILITIES

- Knowledge of promotions, marketing and advertising theories and practices.
- Knowledge of mineral and petroleum industry activities and practices.
- Knowledge of the Northwest Territories and its communities.
- Ability to track and analyze key metrics related to online and offline marketing and promotional initiatives.
- Ability to influence stakeholders regarding issues that impact overall strategic plans, ability to seek, frame and define the value of a specific decision or action.
- Ability to develop creative and proactive marketing campaigns directed towards the recruitment of professionals across the NWT.
- Proven client service focus and anticipates and provides solutions to customer needs.
- Professional writing skills and knowledge of strategic communications, web planning and web media.
- Well-organized and detail oriented.
- Ability to manage staff.

Typically, the above qualifications would be attained by:

These skills are normally acquired through completion of a degree in Communications, Public Relations and/or Marketing or a related field, combined with 5 years' experience.

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