



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Film Officer	
Position Number(s)	Community	Division/Region(s)
63-15434	Yellowknife	Economic Diversification/HQ

PURPOSE OF THE POSITION

The Northwest Territories (NWT) Film Officer will support the NWT Film Commissioner (FC) who 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 (NWTFM) industry.

SCOPE

The NWTFM industry is an important driver of both economic activity and cultural development which contributes approximately \$9.7 million in NWT gross domestic product and 106 full-time equivalent jobs annually to the NWT. In addition the sector is a growing foundation that empowers NWT content creators to share their own stories and oral traditions in new and exciting platforms. The range of film and digital media available allows content creators 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.

The Film Officer will report and provide assistance to the FC who is responsible for leading business and economic assistance program initiatives related to the NWTFM industry. This would include assisting in the development of strategies, policies and programs designed to grow a successful and sustainable local industry, promote and market the unique locations, stories and talents offered in the NWT and attract productions to the NWT that will provide economic value to the community via employment and local service revenues.

The Film Officer will support the FC who is also responsible for representing ITI interests in related inter-governmental, industry and other forums; and monitoring and reporting on usage of ITI FM programming; and reporting on the NWTFM sector in general.

The Film Officer will assist with the implementation of 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 NWTFM sector.

RESPONSIBILITIES

1. Assist in the development, management, implementation and evaluation of strategies, policies, programs and financial support designed to increase investment and participation in the NWTFM industry.
 - Assist in the development, implementation and evaluation of NWTFM strategies including the NWT Film Strategy and Action Plan;
 - Provide advice and direction in setting and meeting NWTFM objectives and priorities;
 - Monitor and review the success of film policies, guidelines and support programs;
 - Make recommendations to the Departments and Regional staff regarding the application and delivery of NWTFM policies, programs and guidelines;
 - Provide clients with information on funding programs and initiatives including eligibility requirements and application procedures. Position works with applicants of all funding programs to ensure applicants prepare comprehensive applications.
 - Provide advice and support to Departments and Regional staff in regards to applications, funding or otherwise, that would have a significant impact on the FM 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 of the NWTFM industry. This includes but not limited to, the NWT Film Industry Funding Contributions and the Film Rebate Program.
 - Work with ITI regional office representatives to promote and support investment in the FM sector;
 - Research new national sector strategies, policies and programs related to the FM industry to ensure that the NWTFM is operating at an industry standard and keeping up with trends;
 - Research tactics that will increase production development in the NWT using local goods and services, creating training and employment opportunities for local residents, in order to enhance a knowledge base sector.

2. Promote the NWTFM sector in order to develop local film/media-makers and attract investment and participation of the national and international FM industry in the NWT.
 - Assist local, national and international production companies with information regarding local regulations, permitting processes and requirements, locations, funding programs and eligibility and the availability of services and suppliers to ensure compliance and maintenance of professional standards.
 - Assist in the development, implementation and evaluation of a comprehensive marketing plan to encourage filming activity and use of services in the NWT;

- Assist the FC in the promotion and communication of program objectives, guidelines and processes to targeted clients by the development of promotional and marketing materials, promoting the NWTFM industry, locations, funding programs, special initiatives and services, for use in multiple forums and events;
 - Provide information on policy and programming and the NWTFM sector to the NWT public, governments and other stakeholders to create awareness of NWTFM industry;
 - Participate at local, territorial, national and international film festivals, trade shows and events as opportunities arise;
 - Management of the NWTFM location photo library and video assets, including contracting with photographers.
3. Establish and maintain networks and relationships with governments, industry groups and other stakeholders to increase awareness of, and participation in, the NWTFM industry.
- Promote, develop and maintain information networks and a close working relationship with local industry groups, the business community and other stakeholders, that will increase the understanding and awareness of, and support for the NWTFM. This could involve attending or conducting information presentations to the public, industry and special interest groups to create awareness and encourage the local business community and the population at large to participate in the NWTFM.
 - Co-lead 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 NWT Professional Media Association, Western Arctic Moving Pictures, CanNor, Chambers of Commerce, municipalities, industry groups, etc.) to leverage partnerships, investments and co-ordinate sector support and promotion efforts;
 - Work with the Department of Education, Culture and Employment (ECE) to develop, implement and coordinate strategies and protocols that will guide development of the NWTFM sector;
4. Assist in the maintenance of the Northwest Territories Film Commission website and NWT Film Suppliers guide directory of FM industry members, 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, and industry using database information;
 - Monitor and report on filming inquiries, local productions and funding contributions and spend.
 - Participate in the development and implementation of annual work plans that establish short and long term objectives;

5. Provide support to the FC in the area of reporting and preparing documents for Cabinet:

- Assist in the development of Cabinet or FMB decision papers related to the scope of this position, as well as briefing notes for Directorate or Minister.
- Prepare reports and briefings on ITI related programs and initiatives.

WORKING CONDITIONS

(Working Conditions identify the **unusual and unavoidable**, externally imposed conditions under which the work must be performed and which create hardship for the incumbent.)

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 FM 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 FM 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 Indigenous groups, land claims, and resource development activities throughout the NWT.
- Knowledge of Territorial and Federal legislation, regulations and industry standards in the FM sector.
- Knowledge of Territorial and Federal strategies, policies, and programs relevant to the FM sector.
- Knowledge of national and bi-lateral FM funding and contribution agreements
- Knowledge of ITI FM 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.
- 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.

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.
- Ability to react and respond quickly to urgent demands.

Typically, the above qualifications would be attained by:

Completion of a Bachelor's Degree in Arts Administration and Management, Business Management, or a related discipline, along with 2 years' experience in program/project management.

OR

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

Assets include:

- The ability to speak an Indigenous language
- Knowledge about the NWT Film and Media Sector
- Completion of the Association of Film Commissioner's International Film Fundamentals training program.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- No criminal records check required
- X 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)

- X French preferred

Aboriginal language: Choose a language

- Required
- X Preferred