



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Director, Economic Diversification	
Position Number	Community	Division/Region
63-7478	Yellowknife	Economic Diversification/HQ

PURPOSE OF THE POSITION

The Director, Economic Diversification (Director) is responsible for the development, implementation and evaluation of legislation, strategies, policies and programs designed to maximize growth, sustainability and diversification of the Northwest Territories (NWT) economy. The Director is accountable for developing and leading strategies to encourage economic diversification and development to maximize northern economic and employment benefits.

SCOPE

The Director reports to the Assistant Deputy Minister, Programs and Operations in the Department of Industry Tourism and Investment (ITI) Headquarters.

Strategies includes various marketing and communications plans to promote and strategically drive the various sectors. The Director has a significant impact on the policies of the department as well as on the success of territorial and community businesses through the implementation of agriculture; commercial fisheries; traditional economy; arts and crafts; and the film industry marketing and business development strategies and programs. The incumbent is accountable for general oversight respecting the planning, implementation, and review and monitoring of all the department's economic diversification initiatives. The incumbent is also accountable on behalf of the GNWT for leading and coordinating interdepartmental initiatives linked to economic diversification particularly in the areas of agriculture and commercial fisheries. This requires significant leadership attributes as many of the key stakeholders and partners are not direct reports and often have conflicting priorities and direction. To lead and coordinate the interdepartmental initiatives the incumbent must successfully apply organizational change management strategies and continuously analyze and respond in innovative ways to factors impacting initiatives.



A key function of the Department is to develop, implement and monitor quality programs and services to promote and support NWT economic diversification, prosperity and community self-reliance. Industry, Tourism and Investment (ITI) is also responsible for creating a positive climate for business that will attract investment capital; stimulate business growth and sustainability; and create new sustainable jobs to be filled by Northerners.

A key element in achieving these goals is to create the conditions for diversification of the NWT economy. A diversified economy ensures that market fluctuations in any given sector do not have major impacts on the economy as a whole.

The growth and sustainability of the agriculture; commercial fisheries; traditional economy; arts and crafts; and film sectors are particularly important and impactful at the regional and community level where the majority of participants rely on these areas for business and employment opportunities. These sectors are not only important from an economic stand point but they are also critical to maintaining the unique cultures, languages and traditions of the North and are therefore highly valued from a cultural perspective.

The Director has direct and on-going engagements and/or negotiations with a wide range of senior officials including political and administrative leaders of Aboriginal governments and organizations; senior representatives of industry organizations such as the NWT Arts Council and Association of Film Commissioners International; regional and community leaders; and other stakeholders in the various sectors. The purpose of these engagements is to solicit input on proposed legislation, policies and strategies and to explain government programs aimed at increasing economic diversity and business activity.

The position is responsible for engaging with a wide range of stakeholders and specifically for coordinating formal consultations with Aboriginal governments and organizations on issues impacting, or potentially impacting, treaty rights, land claims and self-governance matters including the establishment, operation and management of tourism and parks activities and facilities.

The Director participates in, or oversees, engagements and negotiations with several high level national agencies such as Agriculture and Agri-foods Canada, the Canadian Food Inspection Agency, the Department of Fisheries and Oceans and the Fresh Water Fish Marketing Corporation. These dealings include discussions around regulations and impacts on public health as it relates to agriculture, abattoirs and the fishing sector around food production. There is also a requirement to deal with international issues related to the fur, seal and animal hide harvesting and retail program file. The incumbent is a representative for the Federal agriculture agreements, an inter-governmental agreement between the federal government and the provinces and territories. The Director represents the GNWT on various issues concerning economic diversification as it relates to the federal government and various Federal, Provincial and Territorial tables.



In addition to assisting with fulfilling the overall strategic and operational mandate of the Department at a senior managerial level, the Director is directly responsible for the following key areas within the Department:

Agriculture, Agri-business and Food Development

The expansion of the northern agriculture and food development industry has been identified as a primary objective of the NWT legislative assembly. The agriculture sector covers a wide range of industries and businesses including the agriculture industry; community greenhouse operations; community gardens; fish processing; commercial meat processing (muskox, reindeer, bison, etc.); farm and food development safety; food production standards; and the development of food processing systems such as abattoirs. This is an emerging industry in the NWT that must meet rigorous national and international standards for food production, handling and safety.

The Director plays a key role in leading the development and implementation of legislation, policies and industry standards that ensure that agricultural and food products are viable and safe for local, national and international consumption. The Director also plays a key role in overseeing the development and implementation of programs that encourage sector growth and sustainability.

The Director is responsible for representing the GNWT in negotiations and development of food industries such as the regulated egg marketing industry. This involves meeting with senior federal/territorial counterparts to establish and maintain NWT egg quotas; providing support to egg marketers and producers to maintain the viability of the northern industry; and promoting development of the industry throughout the NWT to increase employment, business development and food security.

Commercial Fisheries

Over the past decade, the NWT commercial export fishery has declined substantially. Production is less than half of historical levels. The need to revitalize the NWT's commercial fishery was first identified in the NWT Economic Opportunities Strategy (EOS), which identified the Great Slave Lake (GSL) commercial fishery as a priority opportunity in meeting the GNWT's economic objectives. With the devolution from the Government of Canada to the Government of the NWT of the transfer of administration and control of public lands and rights in respect of waters, opportunities have emerged which allow for an enhanced role by the territorial government over areas such as environmental and conservation requirements and licensing. Acting on the 18th Legislative Assembly's priorities of investing in renewable industries and food security and strategic goals as laid out in the NWT EOS, the Director is responsible in overseeing the development of the commercial fishing sector. This includes managing the efforts to implement related strategies including the Commercial Fish Revitalization Strategy, the GSL Fisheries Development Strategy and other associated initiatives designed to increase



both local production and commercial fish processing in the NWT, grow the NWT market, and increase access to southern markets.

Key to development of the commercial fishing sector is the shared interest by the indigenous population who has relied on fishing as a critical northern food supply. Communication, consultation and engagement with aboriginal governments as well as with communities, commercial fisheries development clients and territorial, national and international agencies are essential.

Traditional Economy

The NWT traditional economy plays a key role in the overall economy, and is of primary importance for many residents, particularly in small communities across the NWT. The traditional sector includes harvesting and processing of northern flora, trapping, traditional foods and fish. Maintaining and growing this sector is fundamental to allowing NWT residents to maintain highly valued traditional lifestyles.

The Director plays a key role in overseeing strategies, policies and programs to ensure the sustainability of the traditional economy over the long term, and to ensure that Aboriginal and community leaders and traditional knowledge holders have direct input into program development and implementation.

Arts and Crafts

The NWT has a unique and distinctive cultural heritage that is reflected through the skills of its many artisans. NWT arts and crafts products are in high demand by residents, tourists, and southern and international markets. The arts and crafts sector is also important from a cultural perspective to ensure these skills are passed on to future generations to preserve the rich cultural heritage of the NWT is preserved.

The Director leads strategies, programs and marketing initiatives that promote the arts and crafts sector and allows artisans to be successful in the marketplace. The Director also ensures that artisans have a voice in program and marketing initiatives.

Film and Media Arts

Film and Media Arts (FMA) is a growing sector of the NWT economy that allows northern story tellers and traditional knowledge holders to tell their stories in new and highly innovative ways. The Director leads the development, implementation and management of programs, policies and activities that support the promotion, growth and sustainability of the NWT FMA industry.

Arts and Heritage Funding

This section is responsible to administer of a suite of funding contributions programs to support NWT Heritage Centres, Indigenous Cultural Organizations, and Arts Organizations, and



administer the operations of the NWT Arts Council, along with the processing and distribution of grants juried by the Council.

The Director is responsible for the monitoring and review of impacting legislation, regulations and policies including the *Agriculture Products Marketing Act* and the *Herd and Fencing Act*.

The Director has wide latitude to lead and manage the activities of the division within legislative frameworks and in accordance with the mandate of the department and government. In developing new economic sectors, the Director must think within broadly defined GNWT positions and objectives to make determinations in respect of future policy and legislative development. The Director is responsible for making high level recommendations to the Minister, Deputy Minister and Assistant Deputy Minister and for managing available resources in an effective and efficient manner. The Director is responsible for directing the work of divisional staff and for coordinating a wide range of initiatives with other departments, stakeholders and clients.

DIMENSIONS

- Reporting Positions: 5 direct, 5 indirect.
- Compensation & Benefits \$1,014,000
- Operations & Maintenance \$252,000
- Grants & Contributions: Bi lateral funds in excess of \$1.3 million dollars.
(Total dimension of resources may be modified to reflect oversight and management of resources associated with the delivery of bilateral agreements held with other levels of government or resources resulting from cost-shared agreements in support of programs, initiatives or projects.)
- Capital (\$0)

RESPONSIBILITIES

1. Uphold and consistently practicing personal diversity, inclusion, and cultural awareness, as well as safety and sensitivity approaches in the workplace. Practice and ensure that any subordinate management and supervisory roles also prioritize staff mentorship and on-the-job training, including staff development in annual general objectives.
2. Provide senior level expertise, advice and briefing material to the Minister, Deputy Minister and Assistant Deputy Minister on the expected effects of international, national and territorial legislation, policies and activities in the key areas of agriculture and agri-foods; food processing; traditional economy; arts and crafts; and film and media arts to ensure policy choices of the GNWT foster the growth of economic diversification.



3. Lead the development and implementation of strategies and strategic initiatives that have a direct and profound impact on the growth of the agricultural, traditional, arts and crafts and FMA sectors such as implementation and action planning for the Growing Forward II (GF2) Strategy, Fresh Water Fish Marketing Strategy, GSL Fisheries Development Strategy and NWT Film Strategy and Action Plan.
4. Provide leadership on the development, management and evaluation of business and economic development assistance programs that are designed to foster growth and sustainability of business and employment opportunities in the NWT including commercial and community based programs.
5. Lead the development, implementation and evaluation of sector strategies, policies and programs designed to increase investment and participation in the identified sectors and to increase individual, business and community participation and success.
6. Lead consultation and engagement activities with a wide range of partners and stakeholders to determine community priorities, negotiate funding agreements and promote NWT development in each of the identified sectors.
7. Chair the Government of the Northwest Territories Agriculture Committee. This multi departmental committee reviews current policies and regulations to ensure all aspects of Agriculture sector are maximized and supported. This includes contaminant hazards, various elements of public safety with relation to food production, invasive species and domesticated animal health.
8. Lead and oversee negotiations with Federal Government representatives and other funders for millions of dollars in contribution and funding agreements and manage administration, evaluation and reporting of such agreements.
9. Manage market research initiatives and provide expert level advice to the Minister and Deputy Minister; Aboriginal governments and organizations; industry organizations; community leaders; and other stakeholders concerning market expansion to increase economic growth and export opportunities in each of the identified sectors.
10. Direct the research and analysis of international, national, provincial and territorial legislation, policies and industry standards in the agricultural, agri-foods and food development sector to assess the impact on the NWT and to ensure NWT legislation and standards meet national and international criteria for food processing and export.
11. Lead and manage agri-food development activities including managing the egg marketing industry; negotiating NWT egg quotas; and supporting the development of the egg production industry across the NWT.



- 12.** Manage and lead strategies, policies and programs designed to rebuild and revitalize a sustainable domestic and export market within quotas allocated for the fishing sector.
- 13.** Lead and manage commercial fishing and local fish production development activities including development and implementation of commercial fisheries legislation, regulations and industry standards analysis on various aspects of commercial fisheries; environmental and conservation requirements, licensing, waste management and related business development.
- 14.** Assuring the availability of departmental technical consulting expertise related to the NWT fishery to communities, non-government industry sector organizations, sector marketing agencies, other government departments and other national and international jurisdictions.
- 15.** Manage and oversee fur promotion management program. This includes the Hide Procurement program and ensuring that the sale of fur is monitored and funds are reconciled in accordance with the Financial Administration Manual.
- 16.** Manage and oversee strategies, policies and programs to ensure the long-term sustainability of the NWT Arts and Crafts industry including directing programs to support businesses and artisans across the NWT.
- 17.** Manage arts and crafts marketing strategies to promote NWT artisans on an international, national, provincial and territorial level which includes attendance at international and national events; liaising with arts, commercial and industry organizations for sector support; overseeing the development of technologies to support marketing and direct purchase of arts and crafts; and managing the sourcing of materials required for the production of arts and crafts products.
- 18.** Direct and manage strategies policies and programs designed to grow the FMA sector, promote NWT film and media arts productions, and allow for the development of storytelling and talent offered by the NWT.
- 19.** Monitor, report on, and ensure that business and economic assistant programs for the FMA sector are meeting established goals including encouraging domestic productions and/or attracting national and international productions that increase expertise and employment in the film industry.
- 20.** Provide direct advice, support and assistant to the Regional Offices in the implementation of agriculture, traditional economy, arts and crafts and FMA incentive programs and the development of partnerships and other innovative approaches to stimulate industry, employment and small business growth.



21. Lead and manage agri-food development activities including managing the egg marketing industry; negotiating NWT egg quotas; and supporting the development of the egg production industry across the NWT as it relates to the Federal Government Supply Management System.
22. Direct and manage the hide and fur programming. Additional develop marketing and communication plans to support the promotion of the sector.
23. Plan and direct the work program of the Division to ensure that approved objectives and budgets are met in an effective manner consistent with the operational policies and procedures of the GNWT and the mission, goals, values and principles of the Department.
24. Select, develop, direct, motivate and evaluate Division staff to achieve stated goals and the human resource planning objectives of the Department and Government.
25. Contribute to the effective management of the Department through positive collaboration with the Deputy Minister, Assistant Deputy Minister and other senior officials of the Department.
26. Serve as a Departmental lead on intra-governmental and inter-governmental committees dealing with business assistance and economic development and serve as the Department's link to national and international business organizations and forums that present opportunities for the NWT

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

Position requires regular travel, including travel in small planes and by car. Position also requires regular travel outside the NWT. Travel requires visits to farms, fishery facilities, and abattoirs.

Sensory Demands

No unusual demands.



Mental Demands

Travel is required approximately one month per year (on average), sometimes via small planes. Travel is to regional offices and various national locations to attend federal, provincial and territorial committees. Travel is also required to support the promotion of the various sectors, both nationally and internationally.

Position encounters competing demands for time and resources.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of international, national and territorial legislation and policies in the areas of agriculture, traditional economies, arts and crafts and/or film and media arts.
- Knowledge of economic theory and practices related to statistical reporting and data interpretation with respect to economic trends and issues.
- Knowledge of economic and socio-economic research methodologies and modeling processes and systems.
- Knowledge of effective business incentive and marketing programs and practices including methods for evaluating program effectiveness.
- Knowledge of methods for evaluating the validity and viability of business proposals for support and contributions.
- Knowledge of strategic planning, budgeting and program management.
- Knowledge of human resource financial and operational management practices.
- Problem solving skills to deal with a variety of issues, many of which are immediate, sensitive and controversial.
- Planning skills to translate the government and departmental vision into achievable goals and actions.
- Ability to act independently and anticipate issues and needs to provide support to staff, partners and stakeholders.
- Ability to lead a multi-faceted and highly professional workforce.
- Ability to manage a variety of diverse work assignments and projects in a rapidly changing environment.
- Ability to communicate in a highly effective manner in verbal and written communications to a wide range of audiences.
- Ability to work effectively and diplomatically with a wide range of internal senior managers as well as external stakeholders and senior representatives of international, national, provincial and territorial organizations and agencies.
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion, and cultural awareness, as well as safety and sensitivity approaches in the workplace.



Typically, the above qualifications would be attained by:

A Master's Degree in an educational discipline such as Business, Economics or a related field, combined with eight years of experience in business or economic development in one or more of the related sectors, including three years managing staff and financial resources.

Equivalent combinations of education and experience will be considered.

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