

## **CITY OF HAMILTON**

### **PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT**

### **(TOURISM & CULTURE DIVISION – LOCATION – 28 JAMES ST. S. 2<sup>ND</sup> FLOOR)**

### **MANAGER, CREATIVE INDUSTRIES AND CULTURAL DEVELOPMENT**

#### **SUMMARY OF DUTIES**

Reporting to the Director, *Tourism & Culture Division*, the Manager Creative Industries and Cultural Development (CI&CD) leads a dynamic team of staff who manage a variety of cultural and creative industry sector development initiatives to enhance the City's image, contribute to business attraction and retention, and improve the quality of life for residents and visitors.

The Manager CI&CD is responsible for the development of creative industry sector strategies such as the Music Strategy and Film Strategy, for creative sector business attraction and retention activities and for managing the policies, processes, and operations of the Hamilton Film Office.

The Manager CI&CD is responsible for the development of marketing and communication strategies and for the provision of centralized marketing services to support service delivery for the City's tourism and visitor services, creative industries, arts development, civic and special events, and museums and heritage resource management operations.

The Manager CI&CD is responsible for supporting cultural development and placemaking initiatives through Council-directed programs such as Poet in Place as well as administration of the City Enrichment Fund's Arts and Communities, Culture and Heritage Streams.

The Manager is a contributing member of the Extended Corporate Management Team and the Tourism and Culture Management Team (TCDMT). TCDMT is responsible for guiding the activities of the Division, as a team, ensuring alignment with the direction set by the General Manager and Council, and building and sustaining the organizational culture, including the Division's commitment to inclusion, diversity, equity and accessibility.

#### **GENERAL DUTIES**

Lead the Hamilton Film Office including responsibility for operations, film permitting, revenue generation through filming on City property, and business attraction and retention activities. Initiate and champion film production/location related projects for sector development often in partnership with internal and external organizations, provincial governing bodies (e.g., Ontario Creates, Ontario Film Commission).

Oversee the development, implementation and evaluation of creative industry sector development strategies and business plans, business attraction and retention activities, and related projects and partnerships with community stakeholders and other government agencies (e.g., Hamilton Music Advisory Team, Ontario Creates, Canadian Live Music Association).

Oversee the development, implementation and evaluation of the Division's overall marketing and communications strategies and plans, including the Division's social media strategy and tactics. Responsible for the provision of centralized, Division wide marketing and communications services to support the operations of the Division's business units. Ensure the ongoing monitoring and measurement of results making recommendations for changes as needed to ensure a positive citizen and sectoral engagement experience.

Oversee the design, development, implementation and assessment of information technology, web-based applications, knowledge management systems, databases and web interfaces to support the Division's service delivery and operational areas. Recommend modifications to improve service delivery, user experience, and

customer satisfaction. Ensure all public facing materials and web-based interfaces are compliant with corporate standards and applicable legislation e.g. Accessibility for Ontarians with Disabilities Act.

Responsible for the development of RFP's, Terms of Reference, Project Charters and other supporting documentation and processes related to the completion of Tourism and Culture Division led strategies, policies, projects and planning initiatives.

Conduct feasibility studies, business process reviews and engage in continuous improvement strategies to align the Division's operations and service delivery with Corporate Strategic priorities and goals.

Lead the research and development of Divisional policies, procedures and business practice tools and templates. Advise the Divisional Management Team on innovations in municipal business practice.

Oversee Division wide market research, trend analysis, data collection and the implementation of market effectiveness reviews specific to tourism, creative industries, arts, events, museums and heritage resource sectors to focus and support Divisional goal setting and service planning objectives.

Manage staffing requirements for organizational unit. Interview, hire and mentor staff. Support the development of staff performance objectives, learning need and career development activities. Provide opportunities for regular staff input and feedback to enhance management, section and team performance.

Oversee the evaluation, selection, and monitoring of contracted consultants related to strategic projects and planning initiatives. Ensure ongoing communications with contracted consultants and in the documentation and administration of contracted work.

Administer and monitor capital and operations budgets in accordance with established Corporate and Departmental procedures ensuring that operations are within budgeted levels providing status reports to the Director of Culture on a regular basis. Recommend future budget appropriations.

Consult and liaise with municipal, provincial and federal government agencies and public and private sector groups relevant to tourism and culture-based initiatives, policy reviews, advocacy, and proposed changes in legislation.

Liaise with and participate in professional organizations e.g., Creative City Network, Ontario Creates, Regional Tourism Organization, to engage in information sharing, determine based best practices, and to establish and enhance the City's profile as a leader within the tourism and culture sector.

Represent the Division on Corporate committees, project teams, and community and professional committees as designated by the Director of Culture.

Works in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton Corporate, Departmental and Divisional policies and procedures related to Occupational Health and Safety.

Acts on behalf of the Director of Tourism and Culture in their absence on Divisional, Departmental and Corporate Teams and for other assignments as required.

Perform other duties as assigned which are directly related to the responsibilities of the position

**QUALIFICATIONS**

1. Demonstrated knowledge of the arts, culture, heritage, events and tourism sectors normally acquired through a combination of a University degree in Cultural or Recreation and Leisure Studies, Social Sciences, Business or Public Administration or a related discipline.
2. Minimum 5 years' progressively responsible management experience gained through municipal, public or private sector positions.
3. Demonstrated experience in managing large scale arts, culture, heritage and tourism projects involving multi-disciplinary staff and stakeholder teams.
4. Demonstrated knowledge, training and/or certification and demonstrated experience in project management, strategic planning, marketing, citizen engagement, and community development practices.
5. Sound knowledge of the Tourism and Culture Division's program, services, operations and accompanying policies, procedures and legislation as applicable.
6. Highly developed interpersonal skills and ability to interact effectively with external stakeholders, community volunteers and staff at various levels within the City.
7. Ability for long term visioning and big picture thinking. Demonstrated ability to exercise sound judgment, impact and influence others, exercise creativity and manage human and financial resources.
8. A high degree of personal integrity, sound interpersonal skills and demonstrated good judgment.
9. Must possess a thorough knowledge and demonstrated skills in Microsoft Office including Word, Excel, PowerPoint, Outlook and Internet and database applications as required. Working knowledge of software applications and emerging technologies.
10. Demonstrated knowledge of the Health and Safety Act and applicable regulations as it relates to the position.

**THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.**

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