



CAREER OPPORTUNITY

Position

Manager Film Animation & Music/ Film Commissioner

Job Scope

- To lead promotion of Jamaica as a business destination, as well as a source for goods and services
- To drive the development and growth in the Film, Animation, and Music sectors of the Creative Industries
- To identify, engage, and convert investment, linkages, and export leads in keeping with agreed targets
- To design and implement sector level programmes geared at driving increased investments, linkages, and exports

Key Responsibilities

The incumbent is expected to perform duties as necessary to effectively carry out their role. These include but are not limited to the following:

- Provide strategic leadership and direction for the plans, activities, and staff of the Film, Animation & Music (FAM) department in executing plans and activities in keeping with defined national priorities
- Function as Jamaica's Film Commissioner in carrying out duties such as
 - Representing and promoting the Jamaican film industry and destination filming opportunities locally and internationally in various fora, including film festivals, conferences, and trade markets
 - Ensuring comprehensive facilitation services are provided for all filmmakers and producers location scouting or in production in Jamaica
 - Establishing and maintaining business relationships with regional and international film commissions, and other industry stakeholders
 - Advocate for sector development tools and policy advancements to improve the business environment, including but not limited to the provision of incentives, management of co-production treaties, and the development of financing and funding opportunities to increase investment, job creation, and export potential for the film industry
- Identify and target export, investment, and linkages opportunities across the FAM sectors; and develop, implement, and track strategic interventions to capitalize on opportunities
- Lead and develop inward and outward missions; trade events/ activities; matching events and other promotional activities
- Design and manage the implementation of programs and initiatives geared at improving the export capability of potential and existing exporters of FAM services; within the focus sectors
- Design and manage the implementation of sector development initiatives within focus sector
- Design and manage the implementation of innovative sector promotional strategies to drive leads and mindshare amongst targeted investors
- Manage leads through the conversion process



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- Develop, implement, and track sales and promotional plans to attract opportunities for investment and export for Jamaica's FAM sectors.
- Develop, implement, and track FAM sector roadmaps to improve the business environment and facilitate sustainable development and economic growth for FAM sectors; Monitor and track the economic impact of FAM sectors on Jamaica's economic growth
- Maintain thorough knowledge of Jamaica's investment, export, trade, cultural, and industrial policies, keeping abreast of emerging opportunities and trends in international FAM markets
- Keep abreast of developments in local and foreign markets to guide the development of new sector initiatives
- Develop and provide subject matter expertise about the focus sector
- Ensure ongoing operational familiarity with the trade and investment policy and framework governing business in Jamaica as well as target countries
- Ensure appropriate lead progression details and client records are updated in the CRM and other KM systems
- Contribute to strategic national and regional initiatives for the FAM sectors, with other agencies and partners
- Manage the delivery of client presentations, proposals and requests for information
- Establish strategic networks and manage relationships with business partners and other key stakeholders locally and internationally, including participation in key associations/bodies/boards related to the sector
- Identify and highlight to the Communications team, stories and concepts to be included in external communication
- Undertake human resource management activities in relation to direct reports, including but not limited to interviewing and selection, performance management and evaluation, training, coaching, disciplining and approval of leave for local and overseas based staff in accordance with Agency policies and procedures
- Develop and manage departmental budgets, including management of required procurement activities
- Forecast and achieve annual performance metrics for the Department
- Prepare monthly and other ad-hoc reports as required for submission to Board, President and other stakeholders.
- Represent JAMPRO at local and international client or stakeholder meetings and other fora.
- Perform other related functions as assigned by the Vice President

Qualifications, Experience and Key Competencies

- Graduate Degree (MA / MBA / MSc) in Arts Management, Economics, Marketing PR, Business, Media/Communications, International Relations, Public Policy, Cultural Studies or related equivalent
- At least five (5) years' related experience at a middle management level in entertainment, creative industries, arts management, media/communications, program management, or related equivalent work experience
- Training and experience in project management and analysis is an asset
- Experience of managing and /or working in planning and executing teams



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- In depth knowledge of the film, animation, and music sectors – locally, regionally, and internationally
- Knowledge of international trade requirements, tax and incentive regimes, and global market trends related to film, animation, and music
- Demonstrated knowledge of cultural policy, diplomacy, and diversity issues
- Knowledge of the Jamaican economy
- Excellent leadership skills, teambuilding skills, and high emotional intelligence
- Excellent oral, written, and interpersonal communication skills
- Excellent networking and partnership building skills
- Excellent public speaking skills
- Strong report writing skills, program design, multimedia, and computer skills
- Marketing & Sales expertise
- Project management skills
- Business development skills
- Exceptional client relationship and networking skills
- Superior analytical skills

Qualified applicants are invited to submit letter and résumé by March 5, 2023, addressed to:

Manager, Human Resources

JAMPRO Email: vacancies@jamprocorp.com