



Creative BC is an independent, not-for-profit organization created by the Province of British Columbia to strengthen and promote B.C.'s creative sector which includes the motion picture, digital and interactive media, music and sound recording, and magazine and book publishing industries. The organization's programs, services and investments act as a catalyst to help these sectors realize their economic and creative potential and thereby contribute to the future prosperity of our province.

Creative BC's mandate includes administration of B.C.'s motion picture tax credits, delivering provincial film commission services and providing grants to creators and creative companies in the sector. The organization's programs, services and expertise support the creative sector to expand and diversify, they stimulate inward investment and employment, and promote B.C.'s creative content and production capabilities both at home and in the global marketplace. The organization has an immediate opening in the role of:

### **REEL GREEN SUSTAINABILITY LEAD**

Creative BC values diversity and strives to reflect the communities it serves. To ensure diverse teams, the organization encourages and prioritizes applications from members of groups that are historically, persistently, and systemically underrepresented including: Indigenous, Black and people of colour; people identifying as LGBTQ2AI+ and/or non-binary; people living with visible and invisible disabilities; and members of other equity seeking groups. Creative BC also encourage applicants to self-identify, if they wish to do so during the application process.

---

The Reel Green Sustainability Lead (RGSL) is a new role created to strategically evolve Creative BC's services with formalized activities in support of Reel Green™, the motion picture industry's environmental sustainability initiative. Reporting to the BC Film Commissioner + Director of Production Services and working as part of the provincial film commission team, this role is inside Creative BC but jointly funded by industry investments. The role is responsible to the organization as well as to the Reel Green Advisory Committee.

The priority for this role is to shape, facilitate and manage a more hands-on, service approach to this evolving initiative. This transition will require personal initiative and a "start-up" mentality combined with production expertise, and skills spanning strategic thinking and committee facilitation at the national and local levels to systems design, communications, and data entry. The RGSL understands film production, the nuances of its various departments, and establishes measurable Key Performance Indicators that begin to anchor Reel Green's and the industry's activities in reporting that reflects applied action and progress.

The focus will be on increased engagement, design of practical tools, and leverage of Reel Green resources such as the Carbon Calculator. Additionally, the Reel Green Sustainability Lead will evolve the Reel Green Committee's, and Creative BC's, understanding and tracking of the environmental programs ecosystem at all levels of government, as well as the businesses, stakeholders and initiatives with which Reel Green can collaborate. This will ensure greater integration, visibility, and cohesion of Reel Green activities across government and industry. An overview of the role's major responsibilities is as follows:

**STRATEGIC ALIGNMENT:** The Reel Green Sustainability Lead (RGSL) writes the Reel Green Strategic Plans for approval by the B.C. Film Commissioner. The RGSL integrates this strategy with, and participates in, Creative BC’s annual planning process to deliver an annual action plan with goals, measures and collaborative activities for achievement during the year. The RGSL integrates any overarching, organization-wide annual objectives, such as those of Equity, Diversity and Inclusion, within Reel Green plans for an integrated and proactive annual cycle that can be tracked year over year.

**INDUSTRY ENGAGEMENT:** The RGSL contributes to determine and manage relationships with key clients and industry stakeholders, as well as with other funding bodies, ministries, associations and agencies—coordinating opportunities and synergies in support of Reel Green goals. From funding partnership opportunities to cross-industry participation in events, panels and initiatives, the RGSL drives and anchors the Reel Green strategy and captures its ecosystem in Salesforce for reporting and analysis of the initiative’s sector-wide activity.

**DELIVERY THROUGH SERVICE:** The Reel Green Sustainability Lead independently delivers on the Reel Green strategy and establishes accurate and consistent reporting: clean real-time data; definition of, and analysis against, previous and emerging KPI’s; integration with organization-wide best practices; and continual experimentation and innovation. This individual is the consummate champion of environmental sustainability and patiently, steadily drives for measurable results. The RGSL owns the Reel Earth Day Challenge annual fundraising campaign and the Clean Energy Committee, two new components of Reel Green.

## KEY ACCOUNTABILITIES

Select key accountabilities as they relate to Creative BC’s values include:

## INSPIRING CREATIVE COURAGE

- Together with the BC Film Commissioner, and creative support from the Operations team, designs and leverages the new Reel Green Strategic Plan to shift to a Service Innovation Plan for presentation to the Advisory Committee and ultimately, for publication and fulfillment.
- Designs new systems and tools that support efficiency internally and refreshed outreach externally, with compelling and practical tools for use by productions locally and nationally through Reel Green partnership
- Leverages personal production industry relationships, initiative, passion and drive to advance Reel Green and compels others to create change toward environmental awareness and responsibility as an industry.

## FOCUSING ON CLIENT NEEDS

- Establishes a framework for meetings, reporting and collaboration --, from the Advisory Committee to municipal film offices, and from Location Managers to regional film commissions
- Applies consummate problem-solving skills and a bias for sustained and steady execution of tactics toward the achievement of long-term goals
- Continues to improve and iterate to seize all opportunity for strategic collaboration; adapts JEDI

tie-ins for Reel Green activities, and pursues funding partnerships together with the B.C. Film Commissioner to sustain the Reel Green initiative and fund its activities

- Works to transfer knowledge to business leaders and crews in the use of Reel Green's key tool – the carbon calculator – and develops industry competence and accountability through its application for the reduction of the industry's carbon footprint;

## **BEING TRUSTED TO ACT**

- Builds an objectives-and metrics-focused approach to delivery of the Reel Green initiative; maintains and improves consistent processes and annual cycles of communications, outreach, events, reporting, records and information management through alignment with the Records and Information Management policy;
- Identifies methods and opportunities for increased data collection, aggregation of best practices in sustainability for film, and shares all insights and knowledge in ways that propel the B.C. industry forward in the adoption of improved practices and the demonstration of measurable successes;
- Internally, maximizes the cross-sharing of information, relationships and opportunities while aligning with procedures and processes of the film commission team; externally, promotes convergence of all environmental sustainability actions of the industry to integrate with and be supported by Reel Green.
- Manages multiple simultaneous projects, and leverages digital literacy and excellent communication skills, to deliver consistent reporting, administration and organizational skills to all aspects of Reel Green.

## **SHOWING SERVICE LEADERSHIP**

- Takes initiative to think broadly and integrate Reel Green from a policy and governance perspective to municipal, provincial and national initiatives toward mutual benefit
- Collaborates internally at Creative BC within the film commission and beyond to integrate Reel Green in meaningful ways with all services, programs, events, communications and marketing
- Adopts methods and approaches of the film commission as an embedded member of the broader team that services the production, promotion and policy needs of the industry in B.C.

## **DEVELOPING A UNITED VISION**

- Chairs and leads effective meetings for the Reel Green Advisory Committee, integrating their inputs and undertaking relevant action plans that sustain and fulfill the mandate and vision of Reel Green
- Works to build cohesion among key stakeholders, align all players as the Provincial Film Commission roles out new initiatives and practices;
- Brings personal expertise and knowledge of sustainability practices in film to inform and support Reel Green, its Advisory Committee and the industry overall in the ongoing commitment to and pursuit of Reel Green's vision.

## DIFFERENTIATING COMPETENCIES

The individual who will succeed in this role is:

- a film industry insider with experience in leadership and physical production
- passionate about environmental sustainability with knowledge and expertise in the field
- approachable, service-oriented, relatable, and inspiring
- organized, resourceful and effective in driving change through collaboration – keeps on point and focused on the bottom line through excellent project, process and stakeholder management.

## SKILLS AND EXPERIENCE REQUIREMENTS

The successful individual must have recent physical production experience. Higher education in a relevant field is valued, such as a certificate, diploma or undergraduate degree in the humanities, social sciences, or business, or an equivalent combination of education and experience acceptable to Creative BC.

The individual that Creative BC is seeking for this position is client service-focused, detail-oriented and enjoys multi-tasking.

Key requirements include:

- Strong production experience and knowledge of sustainability relevant to the film industry
- Experience managing multiple simultaneous projects and facilitate stakeholder engagement
- Digital literacy and excellent communication, reporting, administration and organizational skills
- Experience and/or capacity to chair and lead effective meetings and undertake relevant action plans
- Production industry relationships, initiative, passion and drive to advance Reel Green
- Consummate problem-solving skills, bias for sustained and steady execution of tactics, client service orientation, results oriented

## COMPENSATION + APPLICATION PROCESS

In return for an energetic and enthusiastic commitment to Creative BC the successful individual will be offered a comprehensive compensation package, which includes: base salary; three weeks' vacation plus annual holiday break; medical, dental and extended health benefits; and participation in the Public Service Pension Plan.

Applicants must be Canadian residents of B.C. and eligible to legally work in Canada on a continuous basis. To reflect the people we serve, Creative BC is an equal opportunity employer. The organization applies relevant, inclusive and balanced hiring practices, reflecting our organizational values and the BC Human Rights Code.

Interested and qualified individuals may submit a cover letter and CV to [careers@creativebc.com](mailto:careers@creativebc.com).

**Submissions will be accepted through May 10, 2021.** We thank all applicants for their interest in this opportunity at Creative BC. We regret that we cannot respond to all applications. Only candidates who meet the requirements and are selected for an interview will be contacted. If you have questions about this opportunity, please direct them to [careers@creativebc.com](mailto:careers@creativebc.com)