

DIRECTOR OF MOTION PICTURE DEVELOPMENT

Work in this class involves direction of a program designed to attract motion picture and advertising firms for the purposes of staging film productions within the State of North Carolina. This is accomplished through making film producers aware of the geographical, historical, and structural variety of the State along with the advantages of climate, and the availability of support services. The Director also serves to facilitate productions in process as requested. The program results in direct and immediate economic benefit to the area or locality selected. The employee reports to the office of the Secretary and may supervise a small support staff.

I. DIFFICULTY OF WORK:

Variety and Scope - Employee must contact and provide assistance to a variety of motion picture promotional firms for the common purpose of attracting to the state film companies which will be of economic benefit to the locale selected for the filming site.

Intricacy - Employee must determine the specific firms to contact and explain the financial and visual advantages of making motion pictures or commercials in North Carolina. Support requirements of firms in location may result in novel or unusual requests requiring coordination with local governments, community leadership, and businesses

Subject Matter Complexity - A full understanding of the principles of business administration is required coupled with an in-depth knowledge of the State, including its geographical and historical features, and support services which would be of concern to motion picture firms selecting a filming site. Knowledge of the methods and techniques involved in conducting business within the motion picture industry is also beneficial.

Guidelines - No written guidelines are available. Employee sets own work schedule and determines work methods and techniques required to meet the broad objectives of attracting the motion picture industry into the state.

II. RESPONSIBILITY:

Nature of Instructions - The employee receives broad end goal oriented instructions from the Secretary of the Department. Employee has total freedom in carrying out assignments.

Nature of Review - Work is reviewed after long-term intervals of several months to a year, by evaluating the success of attracting motion picture firms into the State, in consideration of the number of contacts made and difficulties encountered.

Scope of Decisions - Decisions can impact on any area within the State but is generally limited to the immediate area of the film site chosen.

Consequence of Decisions - Failure to do work effectively may not be immediately apparent, as the loss is one of potential benefit. However, the end result is that there is considerable short run economic benefit to a locale selected for filming.

III. INTERPERSONAL COMMUNICATIONS:

Scope of Contacts - Personal contacts are with management of motion picture and advertising firms specializing in filmed commercials. When film companies are on-site contacts also include community business and government leadership.

Nature and Purpose - The purpose is to persuade the management of the motion picture firms of the benefits of film sites in North Carolina. When filming on-site the nature of contacts is a coordinative and support role.

IV. OTHER WORK DEMANDS:

Work Conditions - Generally no unpleasant conditions are encountered but when companies are filming irregular or long hours may be encountered, along with possibility of inclement weather.

Hazards - There is no exposure to hazards.

V. RECRUITMENT STANDARDS:

Knowledges, Skills, and Abilities - Thorough knowledge of general management and business procedures. Thorough knowledge of the business, legal, and regulatory aspects of doing business in North Carolina. Considerable knowledge of the motion picture and film advertising industries. Ability to deal tactfully and successfully in personal contacts of all levels, but including the highest levels of motion picture management, producers and directors, community and State leaders, and residents of the area in which filming is being conducted. Ability to coordinate on short notice community resources to support film companies, and facilitate compliance with laws, regulations, and the attaining of permits as required.

Minimum Education and Experience - Graduation from a four year college or university and six years of business administrative experience including at least two years of experience at a professional administrative level in a motion picture, advertising, promotion firm, or two years of experience in economic development or business management; or an equivalent combination of education and experience. A degree in business administration or a field related to advertising or film production is desirable. An MBA may be substituted for a year of the general experience. General business administrative, film, or promotional experience may be substituted for a college degree on a year for year basis, but not for the two years of specified professional experience.