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Class Specification
for the Class:

FILM INDUSTRY DEVELOPMENT MANAGER
(FILM INDUSTRY DEV MANAGER)

Duties Summary:

Manages the State's Film Industry Development Program; formulates, recommends, and executes a comprehensive plan for the optimum development of film industry in Hawaii; coordinates and directs departmental activities relative to film industry planning, promotion, development, and research; provides advice and assistance in the overall direction and coordination of activities associated with the development, promotion, and control of the film industry in Hawaii; provides advice and assistance on major public problems and issues relative to the film industry requiring State policy action; and performs other related duties as assigned.

Distinguishing Characteristics:

This class involves responsibility for planning, developing, directing and coordinating a statewide program to encourage the commercial still photography, motion picture and television industries to use Hawaii as a production site for feature films, television films/programs, video recordings, commercial still photography and television commercials; promoting the advantages of using Hawaii's locations, talents and other resources; developing and maintaining contacts with representatives of these industries and assisting them in obtaining desired locations, equipment, facilities, permits and clearances, and any other help from public or private sources; conducting research regarding these industries as they relate to Hawaii; managing the official State program for coordinating commercial still photography, motion picture and television production activities with State, County and non-governmental organizations; identifying and analyzing major impacts of the industry and its problems and issues, formulation of alternative policy actions and assessing their cost relative to benefits; recommending appropriate State policy on new or amended legislation; coordinating or directing, as assigned, intra-departmental activities which interrelate with film industry planning, development, promotion, and research efforts; assisting the BIDD Head in coordinating governmental and private industry resources and efforts to address and resolve film industry problems or develop film industry in Hawaii; identifying the need for and recommending contracting special research or planning studies for the Department and monitoring and reviewing the work; and planning and implementing public information efforts relating to the film industry.

This position serves as the Manager in charge of the Film Industry Branch. The work is performed under the general supervision of the head of the Business and Industry Development Division and within a broad framework of laws, rules, regulations and policies. Considerable latitude is allowed in the formulation and implementation of plans and determination of priorities necessary to carry out the work. Further, contacts with other State, Federal, County and private agencies concerned with and the impacting on the film industry are extensive and may require effective working relationships in order to avoid adversely affecting the film industry.

Examples of Duties:

Plans, organizes and directs work activities of the Film Industry Branch; formulates and develops statewide program to carry out the State's policies with respect to the film industry; develops strategies to assure effective relationship between the Film Industry Branch and U.S., local, and foreign producers; coordinates motion picture and television production activities with State, County, Federal and other non-governmental organizations; provides information and assistance to producers in identifying appropriate facilities, personnel and services and in obtaining necessary permits, license, and clearance for the use of desired locations, equipment, etc.; supervises and conducts research and develops effective means of promoting Hawaii as a desirable location for filming; maintains close working relationship with a wide variety of organizations, unions, individuals, etc., who are concerned with the film industry; supervises and participates in the analyses of film industry problems and issues requiring action; identifies alternatives for State policy action, assesses their relative cost/benefits and formulates and recommends appropriate State policy; recommends the hiring of consultants for special studies; prepares requests for proposals, negotiates and drafts contracts, administers approved contracts including keeping abreast of work, advising or resolving problems arising in the course of the work, and reviewing completed work; coordinates or directs, as assigned, departmental planning, promotion, development, or research activities interrelating with the film industry within the Department; assists the BIDD Head in coordinating those film industry matters affecting the Department with activities of international, Federal, regional, State, county or private sector agencies; meets with Federal and other agency officials on statewide film industry concerns; keeps the BIDD Head abreast of developments, concerns, and proposals; reviews and analyzes proposed legislation and recommends appropriate action; prepares legislative proposals and testimony; supervises staff and takes appropriate personnel actions; prepares budget and expenditure plans; reviews, analyzes and

evaluates work accomplishments and determines the need for improvements; establishes program objectives, priorities and policies; may represent the department at conferences, conventions, meetings and hearings regarding film industry matters; prepares comprehensive written reports and correspondence.

Knowledges and Abilities Required:

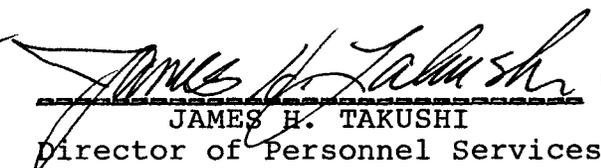
Knowledge of: Motion picture and television industry, including its general operations, terminology, economics, structure, development, and marketing features; governmental and private organizations, programs and processes affecting filmmaking in Hawaii; research methodology; principles and practices of public relations, supervision, and administration.

Ability to: Develop comprehensive plans to encourage motion picture and television industries to use Hawaii as production site; analyze problems and issues and conduct appropriate studies; assess public concerns and formulate and recommend appropriate governmental policies and solutions; establish and maintain effective relationships with a wide variety of organizations and individuals; supervise the work of others; make effective oral and written presentations.

This is the first class specification for the new class
FILM INDUSTRY DEVELOPMENT MANAGER.

Effective Date: September 16, 1984

DATE APPROVED: Aug. 5 1985

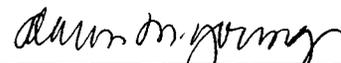


JAMES H. TAKUSHI

Director of Personnel Services

Note: This class, which was inactivated effective 9/13/11, has been reinstated effective 12/1/11.

DATE APPROVED: 12/1/11



for

BARBARA A. KRIEG

Director of Human Resources Development