

Recruiting Leaders

POSITION PROFILE
Chief Executive Officer



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CHIEF EXECUTIVE OFFICER
Edmonton Screen Industries Office (ESIO)

▼ **COMPANY OVERVIEW**

The Edmonton Screen Industries Office (“ESIO”) was established in 2017 following extensive industry stakeholder consultations, out of which came the decision to replace the former Film Commission with a new non-profit society governed by an independent board of business and community leaders. The organization is dedicated to the growth and sustainability of Edmonton screen media inclusive of film, television and gaming along with emerging opportunities including educational technology, augmented and virtual reality and other interactive digital media.

ESIO’s purpose is to cultivate, activate and strengthen the screen industries sector in the Edmonton Metro region and support opportunities for creative enterprises to develop grow and succeed.

The organization is governed by a Board of Directors who are experienced at making executive decisions while also balancing both risk and opportunity. ESIO has the foundation in place and is ready to support independent Edmonton screen media developers and producers to help them reach the next level. ESIO seeks to build a stronger, more impactful and more resilient Edmonton screen media industries in support of the City of Edmonton’s vision.

The Edmonton Screen Media Fund (ESMF)

Administered by the ESIO, the Edmonton Screen Media Fund (ESMF) is a \$4 million capital pool designed to make investments in and/or loans to local screen media projects and companies.

The ESMF was formally launched in 2019 and is still in its early stage of implementation. Four initial proposals have received approval and financial support with an estimated economic impact of close to \$1.7 million. Based on our experience to date, more detailed work is currently underway to consider various scenarios and develop the necessary financial models and the mix of different investment vehicles that would not only meet industry needs but also ensure the sustainability of the fund. Understanding that some projects/companies will be more successful than others, the long-term goal of the ESIO is to grow the capital pool via the return of funds and by leveraging other funds.

For more information on ESIO, please visit www.edmontonscreen.com.

▼ THE ROLE

The Board is seeking a creative, innovative, dynamic leader who is excited to be part of developing a major economic driver for the Edmonton Metropolitan Region. Edmonton is home to a growing community of creative and talented people, people who are creating films and documentaries, dreaming up the next amazing game, using augmented and virtual reality to create new experiences and successful commercial ventures.

The successful candidate will have exemplary leadership abilities, will be a visionary and a builder. The CEO will oversee all operations, administration, advocacy, public relations, funding, board governance and programming. Most importantly, the CEO will have the opportunity to work with some of the most creative thinkers, designers and entrepreneurs in our community and to find ways to grow that sector to the next level.

Key Accountabilities

Strategic Leadership:

- Collaborate with the Board of Directors to develop and implement an effective strategy for to achieve the ESIO's purpose;
- Collaborate with local stakeholders and industry to identify needs and solutions in support of the development, growth and sustainability of enterprises, entrepreneurs, professionals and talent in the Edmonton Metro screen industries;
- Develop, implement and oversee delivery of programs that build capacity, promote and enhance the competitiveness and sustainability of Edmonton's screen industries;
- Create operational plans, performance measures and evaluation methodologies to assess and report on program results;
- Lead, motivate, mentor and coach a "small but mighty" ESIO staff;
- Ensure that the organization is measurably effective and accountable.

Financial Management:

- Work with the Board of Directors to develop an Annual Business plan and budget and secure adequate funding for the operation of the organization;
- Ensure that sound bookkeeping, accounting, record-keeping and accounting procedures are followed;
- Develop and implement strategies for ensuring the longer-term sustainability of the ESIO.

Community Relations/Advocacy:

- Actively promote Edmonton's screen industries and the ESIO through regular connections, speaking opportunities and marketing initiatives;
- Communicate with industry stakeholders to expand awareness of the vision and mission of the organization;
- Serve as a connection point for the screen industries, enabling stakeholders to access the right people to grow their products and encouraging cross-platform collaborations;
- Establish positive, collaborative relationships with community groups, funders, politicians, and others to ensure the successful realization of the organization's goals;
- Propose and advocate for relevant fiscal measures and government programs that have the potential to foster industry growth.

ESMF Management:

- Provide leadership and management of the ESMF to ensure its future sustainability and ability to stimulate growth in the screen industry and make positive contributions to Edmonton's economy;
- Identify potential opportunities/enterprises for investment consideration utilizing and/or leveraging the ESMF resources;
- Identify and negotiate potential deals to be funded through the ESMF, consistent with the overall investment policy of the board and the specific requirements of the fund;
- Build collaborative partnerships across the industry, establishing relationships with funders, investors, community/political leaders as well as other key industry leaders.

Operational & HR Management:

- Develop operational plans which incorporate the objectives and targets for programs and services aligned to the strategic plans of the ESIO;
- Negotiate and execute necessary agreements;
- Ensure that the highest standards of ethical conduct, compliance and conflict of interest are consistently met;
- Create and maintain a positive and respectful culture for members of the team.

▼ THE CANDIDATE

The CEO will be passionately committed to ESIO's mission and vision and will have the ability to successfully develop and operationalize the organization's strategic priorities. Strong candidates will have an understanding/exposure to some (or all) sectors of the industry (TV, film, interactive digital media, gaming) and have a passion for its growth potential as a major economic driver.

Core Competencies

The following experience and skills are desired for the role:

- University degree and/or equivalent combination of education, training and relevant experience to lead the ESIO;
- Proven track record developing and implementing strategies to create, lead and/or significantly grow an organization;
- Demonstrated successful track record leading and executing entrepreneurial, innovative and creative initiatives;
- Relevant business experience in the screen or related industries (e.g. TV, Film, Intellectual Property, Interactive Digital Media, Augmented/Virtual Reality, Gaming) including knowledge of industry trends and development opportunities;
- Strong business savvy;
- Previous experience and success working with a Board of Directors;
- Experience with respectful negotiation and consultation to reach successful business outcomes.

Preference will be given to candidates who also have experience in fund management, specifically identifying potential partnerships and/or deal structures best suited to leverage the ESMF to provide economic stimulus and growth and an appropriate ROI for the fund.

Personal Characteristics

- **Inspiring:** Through your words and your actions you consistently communicate a compelling vision and can inspire others to perform their best, bridge territories, unify agendas and embrace change. Your passion and drive for success inspire others who work for and with you to go beyond "good enough".
- **Communicative and Innovative:** You enjoy bringing innovation and creative thinking to every problem, and you are able to communicate your ideas persuasively and confidently in order to capture the imagination of the management team; You cherish honesty and transparency when interacting with staff, colleagues and stakeholders.

- **Strategy, Foresight and Managing Competing Priorities:** You have a keen ability to understand, plan and adapt to change; Challenges invigorate you and you would love to be part of a growing, agile organization.
- **Results-Oriented:** The CEO will establish goals that are relevant, realistic and attainable; identify and implement required plans and milestones to achieve specific business goals; stay on target to complete goals in the face of obstacles or adverse circumstances.
- **Savvy:** You know how to maneuver to get things done, and you know where to go to get what you need. You are politically aware and agile. You have a strong sense of what is right, and you can convey your viewpoint to different types of people without ruffling feathers.
- **Creative/Innovative Visionary:** You are an effective strategist full of ideas and possibilities; you add your personal wisdom and experience to come to the best solution; you can both create and bring exciting ideas to market and most importantly, you are comfortable considering alternative futures without having all the data at your fingertips.
- **Relationship-Oriented:** As CEO, you will negotiate skillfully to achieve a fair outcome; be authentic, easy to approach and interpersonally agile; quick to find common ground and able to build diverse networks; able to recognize the importance of treating everyone as a preferred customer; comfortable confronting and working through conflict.
- **Respectful of diversity:** You understand and respect the diversity of our community and the many voices and perspectives of those involved in the screen media industry. You find ways to ensure that diversity is reflected and respected in everything the ESIO does.

We understand and appreciate our clients' ever-increasing desire for candidates to reflect the communities in which they work and live. The Vogel Group is committed to inclusivity and diversity as we search for outstanding leadership talent for our clients.

For more information or to apply, please contact:

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The Vogel Group is a boutique executive search firm conducting national searches for a wide range of clients. We work with like-minded organizations that value a partnership based on integrity, authenticity and an unwavering commitment to excellence.