



IDENTIFICATION

Department	Position Title	
Education, Culture and Employment	Assistant Director, Culture and Heritage	
Position Number	Community	Division/Region
71-13067	Yellowknife	Culture and Heritage / HQ

PURPOSE OF THE POSITION

The Assistant Director, Culture and Heritage is responsible for supporting the Director, Culture and Heritage with strategy, planning, and operational administration of the Culture and Heritage Division, with specific focus on the strategic development of public-facing operations and programs of the Prince of Wales Northern Heritage Centre (PWNHC). This work is done to ensure that the public and other stakeholders can take advantage of the PWNHC's programs and services, and that the building itself is utilized to support Northwest Territories residents in exploring, preserving and sharing their culture and heritage.

SCOPE

Located in Yellowknife at the PWNHC, the Assistant Director, Culture and Heritage, reports to the Director, Culture and Heritage, and is responsible for strategic planning and ongoing development of public-facing aspects of the Centre. The PWNHC is a busy public facility which can host on average 200 visitors a day, open six days a week. The programs that report directly to the Assistant Director are Heritage Education and Public Programs; Museum Collections and Conservation; Exhibit Design and Museum Building Operations (including Security). The position has five direct reports, with numerous indirect reports and a signing authority of \$250,000.

The duties of the Assistant Director are carried out in accordance with Government of the Northwest Territories (GNWT) Heritage Policy 71.05, which provides the mandate for the PWNHC. Work is also directed through strategy provided by the PWNHC Future Plan (2017); the GNWT Culture and Heritage Strategic Framework (2015-2025); the GNWT Arts Strategy (2021-2031), as well as other internal strategies and workplans. The incumbent participates in divisional strategic, budgetary, and operational planning, with direct responsibility for planning, implementing, and evaluating public education, visitor services, community outreach and exhibit programs delivered by the Culture and Heritage Division.



The Assistant Director will be required to take a lead role in emergency situations.

RESPONSIBILITIES

1. Provides vision, leadership, and strategic direction for operations of the Prince of Wales Northern Heritage Centre (PWNHC).

- Supports the Culture and Heritage Division's mandate by overseeing operational aspects of the PWNHC.
- Advocates for the Centre's various users and stakeholders to ensure the PWNHC's maximum potential to the territory is met.
- Oversees and directs the work of the Manager of Museum Building Operations; the Senior Exhibit Designer; and the Curator of Heritage Education and Public Programs.
- Keeps abreast of current trends in museums to ensure that the PWNHC is operating within industry standards and takes advantage of innovations.
- Supports the Director of Culture and Heritage by coordinating workplans to guide PWNHC operations.
- Creates and revises operational policies and procedures as needed.
- Fosters working relationships within the GNWT to support PWNHC activities and goals.
- Establishes community partnerships to help guide and deliver PWNHC programs and activities.
- Advocates for the needs of the PWNHC facility and regularly liaises with Department of Education, Culture and Employment (ECE) Capital Planners.
- Provides oversight of PWNHC contract services such as the museum café, custodial contract, pest management, etc.
- Sits on health and safety committee.
- Researches and enacts strategies to make the PWNHC more financially sustainable including preparing applications for external funding to support public activities and programs.
- Acts as project manager for larger operational projects as needed. Project manages bigger exhibit or other public-facing projects.

2. Provides leadership and direction for key public-facing programming and activities at the PWNHC.

- Leads the strategic development of educational programs for the benefit of NWT schools and teachers.
- Coordinates the development of multi-year education and public programs schedules.
- Provides direction and support for inter-departmental education cultural initiatives such as Tundra Science and Culture Camp (TSCC).
- Works with all Culture and Heritage Managers to support or create programs and strategies for public engagement.



- Acts as the point of contact for external ideas/feedback about public-facing museum operations.
- Chairs the PWNHC Experience Working Group.
- Coordinates the PWNHC's multi-year exhibit plans.
- Creates and executes monitoring and evaluation plans for PWNHC public programs and exhibits.
- Creates strategies for maximizing the educational potential of the PWNHC, including liaising with diverse educational organizations including post-secondary institutions to support or create learning opportunities.
- Works with ECE Public Affairs to ensure promotion of PWNHC events and activities.
- Oversees the overall coordination and content development for the PWNHC Website and social media pages.
- Creates and supports strategies such as membership and/or volunteer programs to engage the public with the PWNHC.
- Forms and chairs groups to provide public advisory for programs, services, and exhibits.
- Conducts research to understand the various audiences and creates strategies for how to engage them.
- Acts as a liaison with NWT Tourism, private tour operators, and other tourist services to support PWNHC's role as a tourist site.
- Works with community groups, regional heritage centres and Indigenous organizations to create programs and strategies to serve their needs.
- Develops relationships and liaises with stakeholders and partners including Indigenous groups and community stakeholders to ensure that PWNHC programs and exhibits are culturally inclusive and appropriate.
- Takes a leadership role in responding to building and other emergencies as needed.

3. Supports Culture and Heritage Division strategic and operational activities.

- Acts for Director, Culture and Heritage as required.
- Provides exhibit tours to visiting dignitaries.
- Assists the Director with planning and implementation of multi-year strategic and annual business plans.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual conditions.



Sensory Demands

No unusual demands.

Mental Demands

No unusual demands.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of museum theory and practice, including knowledge of museum ethical guidelines and industry standards.
- Knowledge of museum education and public programming.
- Knowledge of the NWT culture and history.
- Knowledge of websites, multi-media, and social media technologies.
- Strong oral communications skills, including interviews with media and public speaking.
- Written communication skills including plain language for public communication for a wide variety of audiences.
- Grant-writing skills.
- Interpersonal skills to work effectively with various internal and external partners, as well as the public.
- Human resources skills to manage staff.
- Skills to manage large and small projects from pre-planning to implementation and evaluation.
- Problem solving and decision making skills.
- Ability to work in cross-cultural environments and understand different points of view.
- Ability to build and maintain working relationships with NWT communities and stakeholders.
- Ability to work with cultural communities to interpret history and culture to a wide audience.
- Ability to be diplomatic and sensitive in bringing together disparate views.
- Ability to work under pressure in an environment with compressed deadlines and multiple deliverables.
- Ability to interpret and apply policy instruments.
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion, and cultural awareness, as well as safety and sensitivity approaches in the workplace.

Typically, the above qualifications would be attained by:

A degree in a field related to museum studies, education, or anthropology and five (5) years of experience working in a museum, archives, or other cultural institution, and one (1) year of supervisory or team lead experience.

Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS

Position Security

- ☐ No criminal records check required
- ☐ Position of Trust – criminal records check required
- ☒ Highly sensitive position – requires verification of identity and a criminal records check

French language (check one if applicable)

- ☐ French required (must identify required level below)
 - Level required for this Designated Position is:
 - ORAL EXPRESSION AND COMPREHENSION
 - Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐
 - READING COMPREHENSION:
 - Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐
 - WRITING SKILLS:
 - Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐
- ☒ French preferred

Indigenous language: Select language

- ☐ Required
- ☐ Preferred