



CLASS SPECIFICATION

02-09-2017

MOTION PICTURE AND TELEVISION MANAGER, 1789

Summary of Duties: Plans, develops and administers a comprehensive economic industry relations program to maintain, increase and facilitate motion picture/television industry activities; coordinates and works with all facets of the industry, including Film Liaison Offices within the State of California and various City departments; advises Mayor, City Council, Board of Public Works, and management of economic, policy and public relations effects of industry-related actions, including industry needs, rules and regulations, laws, and City film procedures and ordinances and Executive Directive No. 6 (Support for the Film Industry); evaluates legislative bills and local rules and ordinances and conducts analysis of said legislation; prepares policies, procedures, and guidelines to improve motion picture, television, and media production, including leveraging best available technology, such as social, web-based, or reality television; and does related work.

Class Characteristics: The Motion Picture and Television Manager is responsible for a comprehensive program to support and encourage motion picture, television, commercial, and digital content production in the Los Angeles area. An employee of this class regularly exercises independent judgment in advising Mayor, City Council, Board of Public Works, and other City management, as needed, regarding industry related matters. The employee is expected to exercise considerable initiative and judgment in formulating and carrying out a wide variety of programs. The Motion Picture and Television Manager receives general direction from the Board of Public Works, and works freely within established City policies. This employee must have a broad knowledge of City policies, procedures and facilities as well as an understanding of the economic and operational aspects of the industry, including incentives and development of legislation, rules, regulations, and policies. An employee in this classification may supervise employees necessary to carry out the functions of the office as well as negotiate and oversee the contracting of specialized services.

Example of Duties:

A Motion Picture and Television Manager:

- plans, organizes and implements a comprehensive industry relations program involving independent research to determine the needs of both management and labor in order to recommend policy and procedural municipal responses;
- plans, organizes and implements a broad film and television advancement program involving media relations, production companies, location managers;
- prepares for advertising, public relations and related supporting activities, including Chair of the Citywide Film Taskforce, Adult Film Industry Working Group;
- advises elected officials and departmental management regarding the potential effect of proposed policies and actions;

- assists city officials in formulating appropriate responses to the industry needs;
- works with industry representatives to develop procedures and activities that will enable the industry to work in the city with the least amount of difficulty;
- maintains a continuing watch over artistic and technological developments in the industry in order for the City to be prepared to meet changing needs;
- analyzes competitive efforts by other cities and states to attract the industry from this area, including the recruitment of filming from other countries and creation of incentives to bring the productions to Los Angeles;
- writes, edits, coordinates and/or supervises the preparation of written, informational and/or graphic material;
- provides direction for film related activities as development of exhibit materials, film and television messages, publications, and media relations;
- prepares written or speech material for use by policy makers or other city officials;
- acts as the City spokesperson to the media, industry organizations, labor organizations, civic groups and business groups;
- represents the City at film and media events and attends conferences and community and stakeholder meetings, including mediate disputes, determine filming impact and permit related activities on specific neighborhoods;
- prepares cost analysis for programs and projects necessary to support the program's objectives, and is expected to find ways to involve organizations outside city government in these efforts;
- fulfills the City's Equal Employment Opportunity responsibilities;
- evaluates, monitors, reviews, researches, coordinates, and reconciles issues related to the management of the City's Film LA contract;
- provides advice, advocates, and researches data on film fees and procedures for economic incentives, legislation, and the impact to the City;
- provides training to all City film liaisons, Council Offices, and Mayor's Office;
- resolves filming complaints and related matters;
- develops and manages Special Conditions and Neighborhood Filming Guidelines adding terms and conditions of permits issued for filming in the specified areas;
- collects and analyzes filming survey data and presents findings and recommendations to Mayor, City Council, and Board of Public Works;
- identifies, scouts, and seeks additional/new City properties/assets, vacant lots, and parking for use by production companies; and
- conducts tours of vacant properties for location managers and FilmLA to attract filming.

Qualifications:**Knowledge of:**

- production aspects of the motion picture and television industry and its economic relationship to the community;
- principles and practices involved with industry relations with government;
- principles and practices of public relations, including media relations, promotional activities, advertising, community relations and public affairs;
- administrative and managerial aspects of city government;
- industry labor-management relations; and
- government, municipal, industry or community policies and how they are developed.

Ability to:

- prepare written material necessary to create effective communication in whatever form is desired;
- deal effectively with industry representatives, media representatives, public officials, citizens and citizen groups;
- plan, direct and evaluate the work of others, whether city employees or representatives of outside organizations;
- speak effectively in public;
- maintain records, prepare reports, budget requests and estimates; and
- handle administrative details and problems.

Requirements:

1. Graduation from an accredited four-year college or university; and
2. Five years of full-time paid experience applying knowledge of industry regulations in the film and entertainment industry or five years of full-time paid professional public relations experience, two years of which required full-time responsibility for a government or community relations program, including contract management experience.

License: A valid California driver's license is required.

Physical Requirements: Strength to perform average lifting of less than five pounds and occasionally over 15 pounds; good speaking and hearing ability; and good eyesight.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitations.

As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what all of the duties and responsibilities of any position shall be.