



**Position: Manager, AI Initiatives and Services**

**Job Type: Full time, On-site, Term Ending March 31, 2028**

**Location: 100-62 Albert Street, Winnipeg Manitoba**

**Salary: \$75,000 to \$95,000 per year**

### **About the Role**

New Media Manitoba (NMM) is seeking a **Manager, AI Initiatives and Services** to lead our project for accelerating adoption and commercialization of AI within Manitoba's IDM sector and other complementary industries with opportunities for cross-sectoral collaboration.

#### **Job Summary**

Reporting to the Director of Operations, the **Manager AI Initiatives and Services** will be focused on three areas:

- 1) Planning and leading projects that integrate AI capabilities into the operations and services of NMM's StudioLab xR, our Extended Reality (xR) Studio and Unreal Engine Authorized Training Centre, to showcase the integration of AI and technologies and its increased adoption across complementary sectors.
- 2) Offering tailored support to help IDM SMEs adopt and commercialize AI; including sourcing consultants and other professionals to contribute to developing and implementing their AI strategies, recruiting for key roles, testing and demonstrating prototypes, and navigating the AI marketplace.
- 3) Driving AI adoption by planning and coordinating training for IDM companies' Highly Qualified Personnel (HQP), and non-Highly Qualified Personnel, including Youth and Underrepresented Groups; and by coordinating delivery of AI Integration via Unreal Engine and Cross-sectoral AI Training.

#### **Key Responsibilities**

- Provides leadership for AI initiatives from inception to completion, providing guidance on best practices in AI development, and staying ahead of emerging technologies in the field.
- ✎ Optimizes AI models, improves system performance, and drives innovation within organizations.

⌘	Leads company/participant application, selection, agreement processes
•	Oversees research, planning, and implementation of clients' training and supports projects
•	Oversees the selection process for AI trainers and consultants.
•	Develops and manages client, partner and vendor relationships; network within Manitoba's academic and entrepreneurial community and connect people with NMM training opportunities and/or resources they need
•	Contributes to the expanding profile and reach of New Media Manitoba's StudioLab xR and its brands: organize and deliver events, presentations, workshops, demonstrations, tours, online and digital experiences and promotional materials that demonstrate the studio's AI capabilities
•	Supervises the AI Special Projects Coordinator; planning and monitoring their day-to-day activities and maintaining a high standard of customer service
•	Prepares financial and narrative reports on the activities associated with AI Initiatives and Services
•	Prepares and manages budgets and monitors costs
•	Attends AI and IDM industry functions, such as association events and local conferences; provides feedback, and disseminates information on market and industry trends
•	Regularly reports to the Executive Director and Director of Operations on project status
•	Nurtures client, collaborator, funder and partner relationships, providing support, including providing general information about programs and fulfilling requests
⌘	Learning and monitoring the ethical deployment of supported AI Technologies and ensures all AI initiatives/projects supported adhere to ethical guidelines and compliance regulations
⌘	Drafting internal AI ethics policies as well as template policies for IDM Companies.
•	Ensures a collaborative, safe and respectful work environment
•	Other duties and projects as assigned

#### **Qualifications and Skills:**

- Bachelor's Degree in Computer Science, Artificial Intelligence or related field; or equivalent combination of training and experience
- Minimum 5 years of experience working with advanced Artificial Intelligence systems and/or leading AI related projects
- Minimum 3 years of supervisory experience
- Advanced knowledge of AI Ethical considerations, and existing and impending ethical guidelines and compliance regulations.

- Advanced knowledge of AI concepts, AI development tools, machine learning algorithms, programming languages like Python, and experience with data analysis
- A solid understanding of business processes and the ability to translate technical concepts into layman's terms is key
- Well-versed in all types of artificial intelligence in media production and be current with rapidly developing IDM practices and technologies
- Knowledgeable of the local artificial intelligence and interactive digital media ecosystems, and be connected to the industry and academia
- Experience in interactive digital media industry and/or media entertainment, along with knowledge of real-time tools and technologies (Unreal, Unity, etc.) would be an asset
- Experience applying AI cross-sectorally in architecture, construction, healthcare, education and training, and/or manufacturing would be an asset
- Experience with business development, workforce development, project and program development would be an asset
- Highly persuasive, with superior verbal and written communications skills, and an ability to articulate effectively with diverse stakeholders, including funding partners
- Client-focused, with a history of building strong, collaborative relationships
- Exceptionally creative problem solver, with ability to quickly assimilate large amounts of information and make effective and timely decisions.
- Effective AI project management, workflow management and organizational abilities, and a track record of meeting deadlines

### **About New Media Manitoba**

New Media Manitoba (NMM) is the non-profit industry association and sector council partner dedicated to supporting and driving innovation and workforce development in Manitoba's interactive digital media (IDM) sector.

NMM fosters growth in the IDM industry through education and skills training, creating IDM workforce awareness through collaboration with K12 through post-secondary, workforce development, business development and market access support, emerging talent and employment diversity programs, networking and expert-led events, and government advocacy work. With the growing influence of AI in our companies, NMM plans to offer new programs that will support AI adoption and commercialization.

**Apply by September 2, 2025 with cover letter and resume to:**

[taralee@newmediamanitoba.com](mailto:taralee@newmediamanitoba.com)

**We thank all who apply and advise that only those selected for further consideration will be contacted.**

*New Media Manitoba is an equal opportunity employer committed to fostering a diverse and inclusive academic environment. We are dedicated to enhancing diversity and inclusion in all aspects of recruitment and employment. All qualified applicants will receive consideration for*

*employment without regard to race, color, religion, age, sex, sexual orientation, gender identity, gender expression, national origin, ancestry, physical disability, mental disability, medical condition, marital status, pregnancy, genetic information or any other characteristic protected by provincial or federal law. We encourage members of underrepresented groups to apply. Accommodation for applicants with disabilities is available upon request during the assessment and selection process.*