

Position Description

Position title:	Creative Producer	Team:	Performing Arts
Division:	Tātaki Auckland Unlimited	Reports to:	Manager, Performing Arts
Department:	Performing Arts, Presenter Services and Convention Sales	Direct reports:	Nil
Unit:	Arts Entertainment and Events Rōpū	Indirect reports:	Nil



Our commitment to te ao Māori

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We honour te Tiriti o Waitangi, accord value to te ao Māori (the Māori world), support kaitiakitanga (guardianship) and are responsive to the needs of Māori. We will support and promote the development of staff understanding and capability in te reo Māori, tikanga Māori (customs), te ao Māori and te Tiriti o Waitangi so everyone can contribute the delivery of Māori outcomes for and with Māori.



Role Purpose

Key Purpose of Role

Under the direction of the Manager, Performing Arts, this role is responsible for identifying creative opportunities to engage artists, organisations and presenting companies engaging within the performing arts.

With a focus of leadership and producing best practice and using the key content framework and identified focus areas for the business, this role will engage with artists, companies, and practitioners to explore ways to build audiences, create revenue generation activities, increase venue utilisation whilst delivering strong advocacy outcomes for the performing arts, our venues, and our partners.

They will be required to show leadership in balancing the often-competing issues and conflicting demands of internal and external stakeholders. The role represents the interests of the organisations and the key strategic priorities in managing relationships with presenters.

Through expertise in research and development and reporting, this role will be a key resource across the Arts Entertainment and Events rōpū to gain better understanding on outcomes related to the performing arts from both our invested events, our wide range of presenters and broader industry trends.

Note:

This role may involve some national and international travel from time to time. Some evening and weekend work will be required.



Investment and new initiatives

- Scope, research, and budget potential joint venture and buy out investment opportunities and report on the viability of the proposed projects.
- Provide analysis on artists/presenter requests for support with peers for prioritisation within resources against content framework priorities.
- Develop and present creative briefs and high-level costings for wider business application.
- Work with peers to co design initiatives that deliver multiple priorities within the content framework.

Key responsibilities and Outcomes

- Work with Presenter Services and Convention Sales on supporting engagement outcomes to their portfolio via the 360-degree optimisation framework.

Programming Impact assessment

- Develop tools with specific reference to understanding the overall investment outcomes on whole of utilisation activity as it relates to performing arts and the live performance sector.
- Continually develop public facing advocacy briefs for marketing and communications to showcase to industry and audience.
- Develop and oversee seasonal or annual program performance evaluation for projects to demonstrate outcomes and make recommendations to influence future programming decisions.

Leadership

- Assists with on-the-job mentorship and training of team members as required, with a specific focus of performing arts investment and nonstandard activity.
- Contribute to the development and implementation of effective systems, processes and procedures that support and improve business output.
- Provide timely and relevant information to senior management relating to the ongoing relationship of key partnerships.

Producing (non-complex projects, supported hirers or residencies)

- Be responsible for development of contracts for artists and / or presenters and ensure all aspects of each negotiated contract is adhered to and variations and amendments kept up to date.
- Be responsible for up-to-date actuals budget aligned with contractual arrangements and operational requirements.
- Be the key conduit between artists and business about project priorities, budget & contractual requirements with Event Coordinators and Production Managers.
- Facilitate the marketing, audience development and publicity requirements of each project, collaborating with the team.
- Actively seek ways to accommodate specific cultural requirements of the diverse communities involved in projects.
- Manage all administrative requirements of contracts including (but not limited to) arranging artist visas, venue bookings, travel, and accommodation, raising purchase orders and processing invoices.
- Ensure project is settled in a timely manner with evaluation of project delivered in line with business requirements.

Financial Management and reporting

- Keep project forecasts up to date within overall operational budget.
- Consult with departments to optimise activity through the 360-degree optimisation framework.
- Seek out opportunities for philanthropic support for projects and work alongside sponsorship team to develop applications and pitches for corporate partnerships.
- Regularly communicate changes to projects that impact overall business position.

Stakeholder Management

- Maintain positive and collaborative working relationships internally and externally.
- Promotes, represents, and advocates for the organisation, its programmes, products, and services within the community and the wider public.
- Regularly updating and maintaining the industry database
- Function as Account Manager to selected artists and companies as required.

Project support and delivery

- Lead relevant projects across the business that delivers diversification of revenue and/or social benefit outcomes aligned with the organisational content framework.

Organisational obligations

	<ul style="list-style-type: none"> • Action the organisation's good employer obligations and equal employment bicultural policies and practices • As an employee of the organisation, you are required to be associated, as required, with Civic Defence Emergency Management or any exercise that might be organised in relation to this organisation function. • Promote a safe and healthy workplace by undertaking responsibilities as outlined in the organisation's health and safety policy and procedures. • Promote activities and initiatives that assist the organisation achieve its vision and mission. • Promote one-organisation initiatives and action these service characteristics. As an employee of the organisation, you are required to familiarise yourself with and comply with all organisation policies, including but not limited to, the organisation's Code of Conduct
 <p>Outcomes</p>	<ul style="list-style-type: none"> • Individual and team are recognised as polite, positive, trustworthy and solutions focused on all levels of business with customers and stakeholders. • Accuracy of paperwork that meet expectations of customer and internal processes. • Marketing teams are clear on priorities and feel positively engaged in the development of project. • Event delivery team feel enabled to deliver events effectively. • Challenges solved quickly for win/win outcome or escalated quickly for resolution. • Budgets and relevant delegation requirements are successfully managed. • Reporting is provided in a timely and accurate manner. • You are engaged in Māori outcomes planning for the division and can pronounce and use basic te reo Māori in emails, meetings, and conversations. You understand, demonstrate and value the use of tikanga where appropriate.
 <p>Key skills</p>	<ul style="list-style-type: none"> • Knowledge of the New Zealand performing arts/live performance sector, its stakeholders, and key agencies • Demonstrated experience as a producer of investment risk projects within performing arts/live performance sector. • Knowledge and understanding of cultural diversity and understanding of the bi-cultural partnership that is uniquely New Zealand • Demonstrated ability to contribute positively within a large team dynamic. • A willingness to work flexible hours, including weekends and evenings. • Strong customer service ethic and a sense of personal ownership and responsibility • Excellent communication skills, including verbal and written with high attention to detail. • Ability to manage multiple projects and tasks with little supervision. • Critical thinking skills and a positive attitude. • Time management and planning skills • Proficient using the latest versions of Microsoft Word, Excel, and Power Point
 <p>Job requirements</p>	<p>Qualification</p> <ul style="list-style-type: none"> • Tertiary qualification in a related discipline is required or applicants with relevant work experience will be considered. <p>Experience</p> <ul style="list-style-type: none"> • At least three years previous experience working in a producing or event management capacity in a performing art environment. • Experience with contract and account management relating to the performing arts. • Experience in the development and management of risk-based budgets in a performing arts environment • Experience in developing or overseeing marketing requirements for a performing art event. • Experience in the creative process as it relates to the development and delivery of performing arts events.



Key Relationships

Internal

- Creative Director
- Manager, Performing Arts
- Senior Producer
- Producers and Account Managers
- Other departments as required.

External

- Presenters and artists, domestic and international
- Auckland Council whanau
- Industry networks, formal and informal
- Third party suppliers where relevant

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by incumbents in the assigned job. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the incumbent. From time to time, employees may be required to perform duties outside of their normal responsibilities as needed.

Approving manager:

Bernadette Haldane
Creative Director Auckland Live and Auckland Conventions,
Venues and Events

Version date:

18/07/2023



Job framework

Job function:

Job family:

Job:

DFA

Budgeted:

- Opex: \$5,000
- Capex: \$0

Unbudgeted:

- Opex: \$0
- Capex: \$0