


Position Description

Position title:	Creative Producer	Team:	Performing Arts
Division:	Tātaki Auckland Unlimited	Reports to:	Senior Programme Lead; Public Realm Programming
Department:	Performing Arts	Direct reports:	N/A
Unit:	Performing Arts	Indirect reports:	N/A
<div>  <p>Our commitment to te ao Māori</p> </div> <p>We honour te Tiriti o Waitangi, accord value to te ao Māori (the Māori world), support kaitiakitanga and are responsive to the needs of Māori. You participate in initiatives to embed te ao Māori into the way we do things. You are willing to develop and build your own understanding and capability to contribute to the delivery of the directorate's Māori outcomes and wider organisation's vision to be responsive to the needs and aspirations of Māori as outlined in the Māori Outcomes Performance Measurement Framework.</p>			



Role Purpose

Under the direction of the Senior Programme Lead; Public Realm Programming, this role is responsible for identifying creative opportunities for artists, organisations and presenting companies to collaborate with Auckland Live in public realm spaces including Aotea Square, Te Komititanga and other sites across the city centre

The Creative Producer role is responsible for identifying and securing projects for development and presentation that align with the Auckland Live Strategic Road Map and other strategic initiatives and key areas of focus for Auckland Live and the city. This role will engage with artists, companies and other stakeholders to support an innovative, relevant and exciting programme of public realm events, experiences and activations that truly represents Tamaki Makaurau.

The Performing Arts rūpu otherwise known as Auckland Live works across commercial and subsidised projects including festivals and seasons of performances, free and ticketed events of diverse scale. This role contributes to the curation of an annual programme of live performances, activations events and experiences for Aucklanders and visitors to the city, balancing creative and curatorial goals with venue utilisation, commercial, visitation and revenue targets.

The leadership role demonstrates best practice in programming, creative producing and presentation of public realm events, experiences and activations and explores new ways to engage with audiences and communities. The role requires someone who can manage competing priorities, develop strong relationships internally and externally and has the ability to communicate in a way that inspires others by their ideas and programming choices. They are a team player and can work with others to achieve a strong creative vision that has high impact on the city of Auckland.

Note:

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



Key responsibilities

Programming and new initiatives

- Scope, research, and budget potential creative projects for development and presentation with Auckland Live in the public realm and city centre. Report on the viability of projects which may include joint venture and partnership projects, full-buy-out or other commercial arrangements.
- Provide analysis on artist/producer requests for support to enable prioritisation within resources and aligned with strategic priorities and goals.
- Develop and present creative briefs and high-level costings for wider business application.
- Collaborate across Performing Arts, Producing and Presenter Services team to ensure a diverse and co-ordinated programme of live performance events and experiences across Auckland Live venues and spaces.
- Programme events, experiences and activations that align with priorities within Auckland Live and the city more broadly.
- Work with diverse partners to create highly impactful and memorable events, experiences and activations that contribute to a thriving events calendar – driving visitation to the city centre.
- In collaboration with the Senior Programme Lead Public Realm Programming oversee the full calendar of events and activities for Te Komititanga and Aotea Square, managing inbound inquiries, and ensuring the appropriate permitting and contracting of these events. Collaborate with the Manager, Presenter Services, and Head of Venue Planning to ensure clear processes for internal and external events, experiences, and activations, while meeting all legislative obligations.

Programming Impact assessment

- Develop tools in collaboration with other team members to enable robust evaluations of projects to capture outcomes and impacts..
- Develop and oversee seasonal or annual programme performance evaluation for projects to demonstrate outcomes and make recommendations to influence future programming decisions.
- Develop briefs for marketing and communications to showcase programmes and their impacts to audiences and diverse stakeholders

Leadership

- Assists with on-the-job mentorship and training of team members as required, with a specific focus on the public realm.
- 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.
- Provide insight and expertise into the development of any frameworks, processes or relevant strategies that may be developed including those related to public realm and city centre programming.

Producing

- 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.
- In collaboration with a project Producer, 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 and contractual requirements with Event Planners and Production Managers.
- Facilitate the marketing, audience development and publicity requirements of each project, collaborating with the Auckland Live Marketing team.
- Actively seek ways to accommodate specific cultural requirements of the diverse communities involved in projects.
- In collaboration with a project Producer, 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 projects are 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.
- Liaise with relevant departments to ensure budget and project optimisation.
- 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.
- Ensure that internal and external stakeholders are kept well informed of proposed programming activities.
- Promote, represent, and advocate for the organisation, its programmes, products, and services within the community and the wider public.
- Regularly update and contribute to the maintenance of the industry database
- Function as Account Manager to selected artists and companies as required.
- Work collaboratively across Tātaki Auckland Unlimited and the council group, maintaining positive relationships and ensuring alignment between strategies and programmes, and avoid duplication or programming conflicts.
- Foster and manage relationships with artists, designers, property owners, businesses, resident and community groups, and other stakeholders, ensuring equitable input from diverse voices. Collaborate closely with Performing Arts and Presenter Services teams to cohesively manage these relationships, considering the needs of Aotea Square and Te Komititanga alongside the broader dependencies of Auckland Live's wider business.

Organisational Obligations



- 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's 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 on 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.




Outcomes

Expected outcomes

- Successful development, coordination, and delivery of a well-managed annual calendar of engaging events and experiences at Aotea Square, Te Komititanga, and other key public spaces in the city centre as required.
- A visionary, creative, and impactful program that enhances the vibrancy and reputation of these iconic public spaces while meeting legislative and operational requirements.
- Strong, equitable relationships are established and maintained with a wide range of stakeholders, ensuring inclusive input and cohesion across Auckland Live's broader ecosystem.
- High positive feedback and public happiness with events, activations, and the overall public space experience.
- 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.


	<ul style="list-style-type: none"> • 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. • Engaged in Māori outcomes planning for the division and can pronounce and use basic te reo Māori in emails, meetings, and conversations. 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 and international performing arts/live performance sector, its stakeholders, and key agencies • Demonstrated experience as a creative producer and programmer of public realm events, activations and experiences within performing arts/live performance sector. • Expertise in designing, budgeting, contracting, and delivering diverse events and experiences, managing multiple projects concurrently. • 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>Qualifications</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 creative producing and programming capacity in a performing arts environment with a focus on public real programming • 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 arts event. • Experience in the creative process as it relates to the development and delivery of public realm events, activations and experiences.

 <p>Key Relationships</p>	Internal <ul style="list-style-type: none"> • Senior Programme Lead; Public Realm Programming • Director, Performing Arts • Manager, Performing Arts, Manager Presenter Services, Senior Producer • Performing Arts, Producing and Presenter Services teams • Venue Planning, Operations, Technical Production, F&B, Finance teams. • Marketing, Growth and Communication teams • Other Tātaki Auckland Unlimited teams including Major Events 	External <ul style="list-style-type: none"> • Mana whenua • Auckland Council team members • City stakeholders, Resident Groups, Precinct Partners • Artists, producers, companies other creative industry networks • Event organisers • Event delivery partners
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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:	Version date:
Daniel Clarke	October 2025

 <p>Job framework</p>	Job function:	Job family:	Job:	DFA
				Budgeted: <ul style="list-style-type: none"> • Opex: \$5000 • Capex: \$0 Unbudgeted: <ul style="list-style-type: none"> • Opex: \$0 • Capex: \$0