

Creative Producer



Our Purpose

A global arts and entertainment company
Making imaginary worlds a reality

Our Values

creativity, courage, community, kindness,
excellence and kotahitanga

Role Overview

The Creative Producer is responsible for managing and supporting the Creative Director and Lead Creatives to develop and refine the creative vision and narrative, supervising & driving the creative experience production and project design deliverables

This role ensures all creative development and deliverables are delivered to Wētā workshops creative standard, whilst meeting client requirements and expectations with the realities of budget and schedule. You will also work collaboratively with the Creative Director, Project Manager and project team(s) to ensure the creative and design requirements also meet project creative, business, technical, and operational objectives.

Main Objectives

- Lead & manage the creative development and design process from concept to final delivery, to arrive at the best vision for the project, whilst ensuring it remains aligned with briefs, planning, and expectations.
- Key liaison between creative staff, project management and clients for all creative content
- Work with Creative Director as vision-holder, managing the creative knowledge base, workflow and creative deliverables for each project
- Manage design phase timelines and manage project budgets as agreed with the Senior Project Manager, ensuring progress is tracked, risks mitigated & approval milestones achieved.
- Communicate with clients to understand their ambitions and needs, and provide creative solutions.
- Facilitate the production of creative assets, including video, audio, and digital content including all necessary creative vendors.
- Promptly identify and resolve current and future blockers and cross-dependencies on projects.
- Stay up-to-date with industry trends and best practices
- Manage multiple projects simultaneously and prioritize tasks effectively

Key Accountabilities and Outcomes

Oversee the execution of design deliverables from concept to completion, enhancing & streamlining the workflow and creative process.

- Lead and collaborate with key internal project creatives, producers, designers, and vendors to develop the design approach and maintain the design excellence through execution and installation.
- Facilitate quotes and estimate for design & creative services and supplies, supporting the Snr. Project Manager to manage to overall project budget
- Oversee the briefing and production of creative assets, video, audio, and digital content.
- Manage all necessary creative Vendors to produce the show/experience in accordance with the brief, in alignment with the project scheduling and wider budgetary parameters.
- Manage client meetings, presentations and other creative deliverables
- Ensure client satisfaction, quality control and timely delivery of product(s)
- Translate feedback from internal and external partners (clients, vendors) to the creative team and ensure updates meet the needs and evolve the work.
- Oversee the resource requirements for the design resource of allocated projects, working with Senior Project manager and Design Studio production team.
- Maintain project overviews and provide weekly / monthly project status updates, include cost reports on design cost.
- Help make projects creatively excellent, including ensuring that all creative work meets brand guidelines and quality standards
- Keep accurate files of artwork and notes for later reference
- Assist in the development of the project team through “teaching moments” where possible

Key Liaison between creative project team, project management and client

- Communicate with clients to understand their needs and provide creative solutions.
- Manage all correspondence with client for design & creative content production
- Supervise and communicate the design & creative content production, providing regular updates on progress through all phases – to internal and external stakeholders.
- Ensure that all creative work meets brand guidelines and quality standards.
- Ensure creative direction and feedback is provided consistently to team members.
- Manage and prioritise tasks effectively, manage and communicate project risks.
- Stay up-to-date with industry trends and best practices
- General knowledge of digital equipment and how to download, store and archive digital data

Champions excellent health, safety and wellbeing practices.

Experience and Qualifications

- Be able to communicate complex artistic ideas through a combination of verbal, written and visual modes to match the recipient
- Excellent problem-solving and communication skills of complex artistic ideas
- Strong interpersonal, customer service and organizational skills
- Ability to plan and manage project activities
- Attention to detail and an artistic eye for presentations and the ability to provide input
- Ability to take instructions from a variety of people
- Willingness to be accountable and accept responsibility
- Leadership and Creativity
- Proficient computer skills in:
 - Photoshop (e.g. - perform automations and resize images)
 - MS Office
 - File tracking
 - Any / all other desktop publishing
- 'Technology literate'
- General knowledge of digital equipment and how to download, store and archive digital data
- Experience in the process of creating exceptional spatial and narrative driven experiences, with a strong background in immersive digital storytelling, and a proven ability to increase a visitor experience for the individual and the people around them.
- Experience designing and/or creatively directing world-class destination experiences, attractions and/or exhibits.
- 10+ years of experience in a mixture of content development, art direction and in-field experience based.
- Experience working and directing with manufacturers, installers, technical directors, lighting designers, A/V vendors, and other experience design professionals.
- Bachelor's Degree in Graphic Design, Environmental Design, Architecture, or similar relevant field a plus.

Key Working Relationships

Internal

- Immersive Experience Creative Leadership & team
- Creative Directors
- Executive Producer
- Senior Project Manager
- Production & Project Managers
- CEOs & Creative Leadership
- Team Leaders