



Creative Director

Reports to: Operations Manager

Location: Miramar, Wellington

Role Purpose

The Creative Director is responsible for the creation, development and execution of the creative content and guest experience design for assigned immersive experience project(s).

The Creative Director will bring the vision and an understanding of storytelling and how to apply it to a space, establish the creative “story”, direct creative project deliverables, and resources to define the project’s creative intent – overseeing and driving the creative for the guest experience, presenting the overall vision, layout, and story to internal and external stakeholders; and collaborating with project teams to develop and direct the creative and design requirements to meet project creative, business, technical, and operational objectives.

Main Responsibilities

- Lead and encourage the early Creative Development explorations to arrive at best vision and idea(s) for the project, ensuring they build upon the Weta Workshop Immersive Experience offering.
- Act as “vision-holder” for the project team, inspiring, maintaining and clearly communicating the projects creative intent to all team-members and stakeholders
- Creative management of design deliverables from vision development to completion

Key Accountabilities & Outcomes

Lead and encourage the Creative Development explorations to arrive at best vision and idea(s) for the project, ensuring they build upon the Weta Workshop Immersive Experience offering.

- Able to inspire with a hands-on approach to design and direction- working directly on the design development and execution of designs and produce best-in-class visuals that elevate the studio work overall.
- Be responsible for the level of quality and impact coming out of the creative design team.
- Understand clients’ ambitions and adhere to guidelines and requirements within design suggestions and executions.
- Guide design research and present it to the team to ensure informed and relevant design work is created.

Act as “vision-holder” for the project team, inspiring, maintaining and clearly communicating the projects creative intent to all team-members and stakeholders

- Pitch and communicate how the project is progressing through *concept, content design*, production and install phases.
- Translate feedback from internal and external partners (clients, vendors) to designers and ensure updates meet the needs and evolve the work.
- Be responsible for creating and presenting project materials to internal and external stakeholders.
- Ensure the Wētā brand and IPs developed are fit for purpose and used effectively across our LBE project portfolio.

Hold the creative lead of design deliverables from concept to completion.

- Work with in-house producers, designers, and vendors to maintain quality of design through execution and installation.
- Have an eagle eye for detail and always give actionable critique in a kind, fair and empathetic way.
- Embrace the Wētā Workshop legacy, thrive to learn and understand the company’s vision to lead the next step in our creative journey.
- Encourage collaboration in every creative project within the LBE division

Health, Safety, and Well-being

- Follows all health, safety, and well-being rules, procedures, and instructions. Takes reasonable care to look after their own H&S at work and the H&S of others.
- Champions excellent health, safety and wellbeing practices.

Qualifications & Experience

- Bachelor's Degree in Graphic Design, Environmental Design, Architecture, or similar discipline. Master's Degree in relevant field a plus.
- Experience designing and/or creatively directing world-class destination, immersive & narrative experiences, attractions and/or exhibits.
- Minimum of 10+ years of experience in a mixture of content development, art direction and in-field experience.
- Experience with manufacturers, installers, technical directors, lighting designers, digital content creators, A/V vendors, and other experience design professionals

Skills & Competencies

- Strong creative portfolio of high-impact, visitor-facing immersive experience work that demonstrates great creative approach.
- Ability to communicate complex artistic ideas through a combination of verbal, written and visual materials
- Design toolset including Adobe Creative Suite (Photoshop, Illustrator, InDesign), Keynote, Google Docs / Slides, etc.
- Organised and able to take ownership of complex projects, flex to different teams and prioritise to meet deadlines. You thrive in a fast-paced environment.
- Skills in Sketchup, Vectorworks, AutoCAD, Revit, Rhino, or similar exposure to 3D modelling software is a plus.

Key Working Relationships

Internal

- Senior Creative Director
- Executive Producer
- Head of Immersive Experiences
- General Manager Creative Services

External

- Clients
- Vendors

People Management

Our Creative Directors may have people reporting to them, depending on the project.

As a leader of others:

- Builds the 'big picture' by championing Wētā Workshop's philosophy, values, and strategic initiatives;
- Makes things happen by establishing team goals, processes, and role clarity, taking action that's in the best interests of the company;
- Creates awesome teams by building trust and a safe environment to learn, create, and contribute freely.

Change to Job Description

Completed on: 1/07/2025 Review Date: 1/07/2026