



Creative Producer

Reports to: Head of Production
Location: Miramar, Wellington

Role Purpose

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

- Manage & facilitate 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 Project Manager, ensuring design 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 & Outcomes

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

- Work in collaboration 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 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
- Facilitate 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

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

- Relevant or similar qualifications/degree/certificates in Arts, Drama, Interactive Media and film or evidence of portfolio credits and work in a similar field.

- 10+ years of experience in content, development and production in various mediums including interactives, film and theatre and experience production.
- 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.
- Experience working with and managing creative and design media production vendors including manufacturers, installers, technical directors, lighting designers, A/V vendors, and other experience design professionals.

Skills & Competencies

- 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
- Technology literate and proficient computer skills including in:
- Adobe (e.g.- perform automations and resize images)
- MS Office
- File tracking
- Miro
- General knowledge of digital equipment and how to download, store and archive digital data

Key Working Relationships

Internal

- Immersive Experience Creative Leadership & team
- Creative Directors
- Head of Production
- Head of Project Delivery
- Production & Project Managers
- Creative Leadership
- Team Leaders

External

- Clients
- Vendors

Change to Job Description

Completed on: 1/02/2026 Review Date: 1/03/2027