

POSITION TITLE

Capital E Creative Producer – Digital

LOCATION

Capital E, Queens Wharf, Wellington

POSITION STATUS

Full-time Permanent

POSITION OBJECTIVE

The purpose of this position is to lead the development and delivery of digital-based learning experiences that ignite and build young people's creativity, capability and confidence.

CONTEXT

Capital E is part of the Wellington Museums Trust (trading as Experience Wellington), a registered charity established by Wellington City Council as a Council Controlled Organisation (CCO) to manage and develop its cultural and arts visitor experiences.

Our purpose is: **Working with and for to create remarkable art, culture and science experiences that generate vitality: enriching the city we love.**

Our vision is: **Engaged curious communities**

Capital E's purpose is to ignite and fuel the creative spark in children and young people. The Creative Producer of Digital will contribute to the achievement of this vision and to Capital E's standing as a centre for creativity by leading and overseeing the development and delivery of excellent and engaging digital experiences for, with and by children and young people; adding to Experience Wellington's range of remarkable experiences that Wellingtonians proudly share with the world.

KEY RESPONSIBILITIES

1. To lead and manage all aspects of Capital E Digital ensuring the effective and efficient delivery of a technically sound and innovative programme which aligns with Capital E's purpose and achieves financial and non-financial KPIs.
2. To lead and manage a cohesive and responsive digital team to strive for excellence, be innovative, creative, forward thinking, collaborative and committed to providing excellent visitor experiences which achieve Capital E's purpose and the Experience Wellington vision.
3. To work closely with other Capital E Producers (Public Programmes and Live) to identify, develop and deliver a three year cross-disciplinary rolling programme plan for, with and by children and young people.
4. To develop and maintain productive and successful working relationships with stakeholders and sector partners and manage the Ministry of Education funding contract.
5. To work closely with and be an active part of the management team, to uphold Capital E values and to contribute to the overall success of Capital E.
6. To contribute to the successful delivery of services for, with and by children and young people at other Experience Wellington institutions.

WORKING RELATIONSHIPS

Internal: The **Creative Producer – Digital** will:

- Be accountable to the Head of Programming & Partnerships;
- Be accountable for the OnTV Coordinator, MediaLab Coordinator, Digital Tutor, as well as casual staff and contractors in the Digital team;
- Work closely and collaboratively with the Creative Producer, Live and the Creative Producer, Public Programmes;
- Work closely with the Capital E Marketing & Communications team to promote digital programmes to all audiences; and
- Work in a collaborative and professional manner with all other Experience Wellington staff.

External: The Creative Producer – Digital will:

- Develop and maintain positive relationships with individuals, groups and organisations relevant to the work of Capital E Digital including:
 - Audiences (children and young people, teachers, schools, tertiary institutions ,industry training bodies, parents and carers, general public, corporate clients, related businesses and contractors);
 - Capital E stakeholders - (Wellington City Council, Ministry of Education, LEOTC monitors, sponsors and key partners);
 - Other industry organisations; and
 - The media.

DELEGATIONS

Financial Delegation Level C.

KEY RESULT AREAS

Key Tasks and Accountabilities (What needs to be achieved)	Performance Measures (How it will be measured)
1. Programme Planning, Development and Delivery	
<ul style="list-style-type: none"> ▪ You ensure that digital programming is aligned with Capital E's purpose; contributes to the shared artistic vision of the programming plan and meets contractual obligations of funders such as the Ministry of Education. ▪ You contribute as a member of the Capital E Programming and Partnerships Group to the development and delivery of Capital E's programme plan. 	<ul style="list-style-type: none"> ▪ The digital programme is innovative, creative, age appropriate, unique and offers high standards of quality for public appreciation, participation and access; aligns with Capital E's purpose and achieves financial (costs are controlled and revenue targets met) and non-financial KPI (participation, critical acclaim and customer satisfaction). ▪ All digital education programmes are aligned with <i>The New Zealand Curriculum</i>. ▪ The LEOTC contract is successfully managed to retain current funding levels or better. ▪ Opportunities for new collaborations with internal and external partners are explored, researched, developed, successfully implemented and evaluated. ▪ All external contractual obligations are met. ▪ Programming opportunities are identified, explored, and developed collaboratively with the Creative Producers for Live and Public Programmes, to include cross-disciplinary integrated programming. ▪ All elements of the digital programmes are aligned with the three-year rolling programme.
2. Staff Leadership/Management	
<ul style="list-style-type: none"> ▪ You lead staff so that they strive for excellence particularly in respect of the provision of customer focused service delivery. 	<ul style="list-style-type: none"> ▪ All staff have an Annual Performance Agreement which sets out the outputs to be delivered and the performance expectations. ▪ All contractors have a contract that sets out the outputs to be delivered and the performance expectations. ▪ All staff and casual tutors receive regular and constructive feedback on their performance (including at 6 months and at 12 months for staff).

<ul style="list-style-type: none"> ▪ You contribute to the achievement of the Experience Wellington vision for Children and Young People. 	<ul style="list-style-type: none"> ▪ All staff have a professional development/ training plan. ▪ Performance issues are effectively managed. ▪ Staff work effectively as a team and achieve required outcomes. ▪ Feedback from direct reports is positive. ▪ You gain the confidence of colleagues within Capital E and Experience Wellington as a professional and supportive colleague. ▪ You share your knowledge and provide assistance to advance the development and delivery of strategies to improve the visitor experience of children and young people at Experience Wellington institutions.
3. Business Planning, Marketing and Reporting	
<ul style="list-style-type: none"> ▪ You contribute to the development of the annual business plan for Capital E by providing accurate and timely information. ▪ The marketing of Digital programmes is effective in maximising audience engagement and brand awareness to achieve Capital E's purpose. ▪ New product/ programme opportunities are identified that contribute to the growth of new audiences. ▪ You contribute to the development of a fundraising culture within the Capital E team. 	<ul style="list-style-type: none"> ▪ The annual Business Plan and Budget is produced within agreed guidelines and to deadline. ▪ A marketing/audience development plan for Digital programmes is developed, implemented and regularly reviewed in consultation with the Marketing and Communications Manager. ▪ Planned growth is achieved in collaboration with the Business & Development team. Opportunities are researched, developed, delivered and evaluated so new programmes are building appropriate audiences. ▪ Fundraising opportunities are identified in support of the programming schedule. ▪ Fundraising targets are achieved or bettered. ▪ Key funding partners are maintained and feedback from them is positive.
4. Resource Management	
<ul style="list-style-type: none"> ▪ You manage financial and non-financial resources (staff, contractors and assets) under your control to achieve the best results for Capital E and Experience Wellington as a whole. 	<ul style="list-style-type: none"> ▪ Financial performance is monitored and any risks are managed. ▪ Timely and accurate reports are produced. ▪ Facility utilization rates are realistically set and visitation and revenue targets are achieved. ▪ Quality is maintained or improved as evidenced through formal feedback (customers, staff, colleagues and contractors). ▪ Priorities are regularly assessed against Capital E and Experience Wellington's purpose and vision statements and changes are made when necessary. ▪ Systems and practices are regularly reviewed and updated. ▪ Full compliance with policies and procedures is achieved. ▪ Regular maintenance and improvements are carried out to ensure both the digital studios are safe and

	<p>functioning at a high level and the digital studios are presented to a high standard.</p> <ul style="list-style-type: none"> ▪ The asset register is updated and reviewed.
<p>5. Health and Safety</p>	
<ul style="list-style-type: none"> ▪ You ensure that Experience Wellington’s goal of a zero harm culture is promoted with all direct reports. ▪ You ensure that the health and safety of workers and visitors is a principle consideration in the development and delivery of all outputs. ▪ You ensure that your decision making and the decision making of your direct reports is aligned with Experience Wellington’s health and safety policies, procedures and plans. ▪ You model good health and safety behaviours at work. ▪ You report concerns about aspects of the work place that may be considered a health and safety risk to you, other workers or visitors. 	<ul style="list-style-type: none"> ▪ You and your direct reports are able to respond knowledgably about Experience Wellington’s goal of a zero harm culture and the critical procedures designed to promote health and safety and to prevent harm to workers and visitors e.g. what to do during and after an earthquake and evacuation procedures (measured through the Annual Staff Engagement Survey and Annual Performance Appraisal). ▪ Health and safety procedures are followed e.g. hazards are notified; incidents and near-misses are reported. ▪ There are no preventable incidents that result in harm or injury to you, other workers or visitors.

PERSON PROFILE

Skills, experience and qualities required for this role:

- You have proven ability to produce quality, innovative, creative digital experiences and your kaupapa holds children and young people at the heart of your work.
- You have proven ability to lead, inspire and motivate staff to work towards a common goal.
- You have management experience (financial, staff management, planning, budgeting and reporting).
- You have demonstrable knowledge and / or capability in areas such as:
 - Producing experience in the film, television or digital screen industry.
 - Video editing, music composition, game design, animation and web design software.
 - The management of technical equipment and resources.
- You have excellent communication skills, energy, creativity, resourcefulness.
- You have industry networks; the ability to initiate new working relationships and the ability to keep the confidence of stakeholders and partners.
- You are strategically focused with a commitment to collaboration.
- You have effective written and oral communication skills including public speaking and desirably, with some capability in Te Reo.
- You have relevant tertiary qualification(s).

Core Competencies – Effective performance in the following core competencies is set out in the Core Competencies Guide attached.

- Leadership.
- Caching for performance.
- Commitment and accountability.
- Applying professional expertise/Creativity & Innovation.
- Customer focus.
- Communicating effectively.
- Working together/ Teamwork.

SALARY

Manager Band 2: Negotiable between \$68,000 and \$84,000

CORE COMPETENCIES GUIDE

Leadership

Effective performance includes:

- Creates an environment where staff feel valued, where cultural uniqueness is acknowledged and appreciated.
- Empowers staff, delegates effectively, gives staff room to make decisions, takes reasonable risks and exercises initiative in their areas of responsibility.
- Is open and honest with staff, approachable and available, actively encouraging feedback, and responding in a timely manner.
- Takes the time to recognize and celebrate accomplishments (encourages, appreciates, recognizes, tells others).
- Regularly communicates and reinforces the Trust's vision and strategic objectives within own team and ensures the team has a clear understanding of its role in achieving those objectives.
- Exercises sound judgment in decision-making, involving others as appropriate, and communicating the outcomes.

Coaching For Performance

Effective performance includes:

- Acknowledges effort and achievement letting each individual know that their work is important and worthwhile.
- Challenges and fully utilizes all team members, dealing effectively with performance issues as they arise.
- Agrees realistic and measurable performance standards with direct report staff.
- Conducts fair, consistent, timely performance planning and review meetings, encouraging two-way communication that addresses all aspects of performance and development.
- Actively encourages staff to broaden skills and reach their full potential and ensure adequate resources are available to meet these needs.
- Makes time for on-going coaching and constructive feedback.

Commitment/ Accountability

Effective performance includes:

- Takes responsibility for own performance and development. (Prepares, participates, sets high standards, follows through, and is receptive to feedback).
- Takes responsibility for accurate budgeting and to operate within approved budget and delegated authority.
- Approaches change positively.
- Effectively handles conflicting and changing priorities. Is organized and manages time well.
- Displays professionalism, integrity, honesty and commitment to the Trust's vision and goals.

Applying Expertise/ Professional Expertise

Effective performance includes:

- Maintains currency and applies knowledge/skills/best practice/new technology/cultural and arts sector trends for the benefit of the position and the Trust.
- Shares expertise with colleagues and coaches/mentors new direct report staff.
- Seeks appropriate professional development to enhance knowledge, skills or experience.
- Uses expertise to add value, to improve team or Trust performance and learns from mistakes.

Customer Focus

Effective performance includes:

- Demonstrates commitment to internal (colleagues) and external customers (visitors and stakeholder) by actively listening and clearly identifying their needs.
- Responds promptly to their needs, goes the extra mile, keeps them informed of progress and follows up.
- Maintains helpful, courteous working relationships, even when the situation makes this difficult.
- Seeks feedback from customers and acts on it (e.g. follow up/refer on, identify and action service improvements).
- Looks for ways of making systems and processes more customer friendly.

Communicating Effectively

Effective performance includes:

- Conveys information clearly and concisely in a style and/or method of delivery which best meets the needs of the people receiving the message.
- Uses language and behaves in a way that recognizes cultural uniqueness.
- Creates open channels of communication, keeping people informed about events and decisions that affect them.
- Listens actively and attentively (e.g. asks appropriate questions to obtain, understand and confirm information, checks understanding of what others are saying, and observes to perceive underlying issues and concerns).

- Establishes and builds rapport with people at all levels both inside and outside the Trust Institutions to achieve benefits for the Trust.

Working Together/ Teamwork

Effective performance includes:

- Develops cooperative and supportive relationships with colleagues.
- Values, respects and consults team members and acknowledges their contribution.
- Builds enthusiasm throughout projects and encourages others to do the same.
- Participates in problem solving, discussions and communication to resolve differences and conflict.
- Maintains productive networks.
- Is accessible and approachable for colleagues.