

Role Description

Producer Children, Families and Creative Learning



Cluster	Department of Enterprise Investment and Trade
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 3 Level 1
Kind of Employment	Enterprise Agreement - Ongoing
ANZSCO Code	212112
PCAT Code	1119192
Role Number	
Date of Approval	January 2024
Agency Website	http://www.sydneyoperahouse.com

AGENCY OVERVIEW

The Sydney Opera House (SOH) is an Executive Agency of the NSW Department of Enterprise Investment and Trade. The Opera House is operated and maintained for the Government of NSW by the Sydney Opera House Trust, which is constituted as a body corporate under the Sydney Opera House Trust Act 1961.

The Sydney Opera House is an iconic Australian institution that embodies beauty, inspiration and the liberating power of art and ideas.

Our vision is to be as bold and inspiring as the Opera House itself.

Our mission is twofold:

- To treasure and renew the Opera House for future generations of artists, audiences and visitors; and
- To inspire, and strengthen the community, through everything we do.

PURPOSE OF THE ROLE

The Producer, Children, Families and Creative Learning (CFCL) is responsible for the successful and effective management, producing and presentation of performance programs and projects as part of SOH's CFCL annual program.

Working to the direction of the Head of CFCL, the position manages and delivers performance programs through to a successful completion. This includes generating and monitoring budgets, modelling revenue options, negotiating deals and contracts and project managing the array of internal and external stakeholders involved, in the successful delivery of performances at SOH. The audiences for these projects includes children and families, school students and teachers.

This position works closely with artists and external producers from the commercial, small to medium and independent sector, both in Australia and internationally, across both works in development, performance seasons, and tours across a range of genres including theatre, music, dance, circus, installation, creative workshops and play spaces.

Internally, the role works in collaboration with other CFCL team members - Producers, and Creative Learning specialists who deliver the multi-disciplinary program of performances, play installations, school and university projects, and lifelong learning program across various venues at SOH and offsite.

KEY ACCOUNTABILITIES

- Working in close collaboration with the Head of CFCL, and the CFCL team, deliver a year-round program, to support the artistic and business planning objectives of the CFCL program, ensuring that the overall program achieves its financial, artistic and audience engagement objectives.
- Provide project leadership by leading a diverse team of internal SOH staff and external contacts in the planning and operational delivery of all aspects of the project to ensure it achieves the highest levels of artistic and financial success, in a timely manner.
- Develop budgets for projects, including detailed costing of expenditure, soliciting estimates from others and modelling multiple revenue options and then see the control and management of the project budget through to project completion.

- Develop business cases to substantiate project parameters and gain approval to proceed.
- Provide expert input into the development of marketing and publicity campaign plans and ensure the implementation is coordinated with all stakeholders and adapts nimbly to ticket sales.
- Negotiate deals and contracts with artists, and project partners, ensuring all salient matters are agreed and accurately recorded. Ensure that any and all contractual obligations, such as logistics and production riders are clearly defined with artists and communicated to operational staff.
- Be responsible for optimising revenue, proactively working with Marketing on ticket price adjustments and other strategies that enhance the financial outcomes for each project.
- Manage program launch timelines so marketing and communications have finalised programs with all assets for promotion
- Identify, and facilitate the application for potential and relevant arts/cultural funding sources
- Undertake post-event reporting and analysis, seeking input from all relevant stakeholders to capture key learnings with a view to ongoing improvement of scope and delivery

KEY CHALLENGES

- Balance competing project timelines and priorities to ensure project deadlines are met, and that operational and artistic and planning obligations are balanced.
- Meeting the expectations of internal and external stakeholders whilst maintaining the artistic integrity, audience engagement and financial success of projects.
- Maintaining a year-round planning cycle for the CFCL program in a busy and complex organisation with many competing artistic and operational priorities.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of CFCL	To receive direction, guidance and advice on program planning, idea development and delivery. Undertake duties and tasks as assigned, working autonomously within the mandate given while keeping abreast of and involved in relevant operational planning and roll-out of projects as requested.
Director, Programming	To respond to directions from this role on all matters and receive guidance on the broader artistic aims of SOH Presents.
Head of Operations and Business Management, SOH Presents	To respond to directions from this role on all matters, keep broadly involved on all relevant matters and to seek direction on matters related to process, systems, HR, administration, logistics and ticketing, planning and resource planning.
Finance Business Analyst	To respond to directions from this role on all matters, keep broadly involved on all relevant matters and to seek direction on matters related to budgets, event cases and financial management.
Legal Counsel	To consult and seek advice on contracts, templates and any issues that may have legal risk.
Other Program Heads and Producers	To contribute to the broader objectives, and ensure integration of activities across the whole of the SOH Presents program, supporting other staff in a proactive and collaborative manner.
Other CFCL team members	To work collaboratively across team planning, supporting the program's producing needs across the whole department in shared allocation with the Associate Producer.
Digital Team	To facilitate access to CFCL programs for potential digital programming through consideration of programming needs of both teams, scheduling and introductions to artists
Head of Performing Arts Communications and Marketing Manager, Performing Arts	To involve in project development and planning. To keep in close contact on the development of marketing, digital and PR plans for projects while allowing them to be responsible for their portion of the project.
Marketing & PR Colleagues	To keep involved from early on, to work with on an equal basis respecting expertise and advice and to allow them to have the broad mandate to fully manage their portion of the project.
Production & Account Managers	To keep involved from early on, collaborating for successful event delivery and scoping, and to work with on an equal basis respecting expertise and advice and to allow them to have the broad mandate to fully manage their portion of the project.
External	

WHO	WHY
Contract Staff	To oversee as necessary.
Resident Companies, Presenters, Producers, and Promoters	To discuss and scope projects, negotiate participation and contractual details, develop and maintain networks.
National Producers and Venues	To be across updates and developments relevant to SOH Programming. To maintain networks and build new relationships.
Indigenous Artists	To understand the unique circumstances of Indigenous artists and speakers and the political and social context of working in this field, creating an environment where Indigenous artists and speakers feel SOH appreciates and values their particular forms and issues.
Primary and Secondary Schools	To liaise and advise on the content of work, age suitability and other relevant matters.

ROLE DIMENSIONS

Decision Making

The Producer, CFCL is accountable to the Head of CFCL on all matters, including the successful development and delivery of projects within the program.

The role is a project leadership position which uses astute judgement and expertise in collaborating on the development of CFCL program and managing issues, and balancing the competing and conflicting demands of internal and external stakeholders, within a timely manner. The position can negotiate certain commercial arrangements under the direction of the Head of Program, model revenue and co-develop marketing and pricing strategies and production/presentation plans with relevant colleagues. The position is given broad direction from the Head of CFCL, and is required to translate this into project delivery strategies, and is accountable for ensuring the success of these strategies.

Reporting Line

Head of CFCL

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- Demonstrable experience (5 years +) to an adept level developing and producing performance programs and/or arts sector projects at an, autonomous level, within a Venue or Festival context
- Demonstrable broad knowledge of the sector and program management experience with creative projects and performances for young audiences, families or school student markets
- Experience in business and producing management including scoping projects, developing and implementing project business cases, budget creation and management, revenue modelling and budget optimisation across both the commercial and subsidised programming space
- Experience negotiating and preparing contracts with artists, producers and arts organisations
- Experience in managing multiple projects, often with competing priorities, across a range of different teams or departments, with a solutions-focussed attitude
- Experience in production management and/or managing artist logistics
- Experience developing marketing and publicity strategies and briefing others in such
- Strong team, relationship management and collaboration skills coupled with strong oral and written communication skills

DESIRABLE






- Awareness of trends and developments within the children and families performance sector across installation, new technologies, performance and/or play space work

CAPABILITIES FOR THE ROLE

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability Summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Adept
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Intermediate
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Intermediate

Focus Capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Adept	<ul style="list-style-type: none"> Be flexible, show initiative and respond quickly when situations change Give frank and honest feedback/advice Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively Raise and work through challenging issues and seek alternatives Keep control of own emotions and stay calm under pressure and in challenging situations
Personal Attributes Act with Integrity	Intermediate	<ul style="list-style-type: none"> Represent the organisation in an honest, ethical and professional way Support a culture of integrity and professionalism

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> Understand and follow legislation, rules, policies, guidelines and codes of conduct Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct Recognise and report misconduct, illegal or inappropriate behaviour Report and manage apparent conflicts of interest
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> Tailor communication to the audience Clearly explain complex concepts and arguments to individuals and groups Monitor own and others' non-verbal cues and adapt where necessary Create opportunities for others to be heard Actively listen to others and clarify own understanding Write fluently in a range of styles and formats
Relationships Commit to Customer Service	Intermediate	<ul style="list-style-type: none"> Support a culture of quality customer service in the organisation Demonstrate a thorough knowledge of the services provided and relay to customers Identify and respond quickly to customer needs Consider customer service requirements and develop solutions to meet needs Resolve complex customer issues and needs Co-operate across work areas to improve outcomes for customers
Results Demonstrate Accountability	Intermediate	<ul style="list-style-type: none"> Take responsibility and be accountable for own actions Understand delegations and act within authority levels Identify and follow safe work practices, and be vigilant about their application by self and others Be alert to risks that might impact the completion of an activity and escalate these when identified Use financial and other resources responsibly
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> Prepare clear project proposals and define scope and goals in measurable terms Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Prepare accurate estimates of costs and resources required for more complex projects Communicate the project strategy and its expected benefits to others Monitor the completion of project milestones against goals and initiate amendments where necessary Evaluate progress and identify improvements to inform future projects
People Management Manage and Develop People	Intermediate	<ul style="list-style-type: none"> Ensure that roles and responsibilities are clearly communicated Collaborate on the establishment of clear performance standards and deadlines in line with established performance development frameworks Develop team capability and recognise and develop potential in people Be constructive and build on strengths when giving feedback Identify and act on opportunities to provide coaching and mentoring Recognise performance issues that need to be addressed and work towards resolution of issues