

Role Description

Producer Children, Families and Creative Learning



Cluster	Creative Industries, Tourism, Hospitality and Sport
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 3, Level 2
Kind of Employment	Enterprise Agreement - Ongoing
ANZSCO Code	212112
PCAT Code	1119192
Role Number	SOH1806
Date of Approval	22 December 2021
Agency Website	http://www.sydneyoperahouse.com

AGENCY OVERVIEW

The Sydney Opera House is an Executive Agency of the NSW Department of Creative Industries, Tourism, Hospitality and Sport. 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 a living work of art. A place of possibility and wonder - on and off the stage. We bring people together to be uplifted, empowered and entertained. Our ambition is to be Everyone's House; where we aim to better understand and connect with community; to be a place where everyone feels welcome; to be future ready and to lead and inspire positive change.

To make this real, we are focused on four themes that underpin our organisational values (Creativity, Courage, Inclusivity, Integrity, Collaboration and Care):

- We better understand and connect with community.
- Everyone feels welcome here.
- We are future ready.
- We lead and inspire positive change.

Further detail on strategic direction is set out in the [SOH Strategy 2024-26](#).

PURPOSE OF THE ROLE

The Producer, Children, Families & Creative Learning (CFCL) is responsible for the effective producing management, delivery and presentation of all aspects of the Children, Families & Creative Learning performances and projects as part of the SOH Presents.

The role participates in the annual artistic planning and manages projects from inception to completion across performances and associated programs – in the theatres, across the venue and for the new Centre for Creativity. This includes generating and managing the annual performance program budget, negotiating deals and contracts, annual scheduling, artist liaison and management of internal and external stakeholders. The Producer works closely with artists and external producers from the commercial, small to medium and independent sector 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.

The Producer, CFCL is a project leadership and delivery position experienced in producing in venues or at festivals, and is supported by the Associate Producer Children, Families and Creative Learning in program delivery.

KEY ACCOUNTABILITIES

- Support the Head of Program to ensure that the overall program achieves its budget and artistic objectives
- Participate actively in the CFCL team by contributing to the artistic planning and implementation of diversity and access objectives
- Develop and manage project budgets, including soliciting estimates for expenditure, modelling multiple revenue options and managing the project budget through to successful completion
- Develop project business cases to substantiate project parameters and gain approval to proceed
- Negotiate deals and contracts with artists, agents, publishers and project partners
- Develop performance schedules to maximise effective and efficient delivery of programs for artists, the venue and audiences
- Be responsible for optimising revenue to enhance the financial outcomes for each project
- Collaborate with a team of SOH staff and external contacts in the planning and operational delivery of all aspects of the program to ensure each project achieves the highest levels of artistic and financial success.
- Ensure all contractual obligations, such as logistics and production riders are clearly defined with artists and communicated to operational staff
- Manage program launch timelines so marketing and communications have finalised programs with all assets for promotion
- 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
- 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 planning obligations are balanced.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of CFCL	To receive direction, guidance and advice on program planning and idea development. 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 operational 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
Other Program Heads & 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
Other Programming Staff	To work collaboratively and ensure other staff working on projects have what they need to do their jobs effectively to support projects.
Heads of PR, Performing Arts Marketing & Digital Content	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.

WHO	WHY
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, Venue Manager, CFC	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. Where production issues arise that have artistic implications, work between company and Production Manager to jointly problem solve.
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
External	
Artists and Arts Companies	To ensure that artists under contract to SOH are treated responsively, respectfully and warmly, and their expectations and needs are met resulting in a memorable and enjoyable performance at SOH. To maintain networks and build new relationships.
National Producers and Venues	To be across updates and developments relevant to SOH Programming. To maintain networks and build new relationships.
Contract Staff	To oversee contract project staff as necessary.
Resident Companies, Presenters, Producers and Promoters	To discuss projects, negotiate participation, develop and maintain networks.
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, financial management and delivery of projects within the program
- Works within the parameters and undertakes the work as set by the Head of CFCL
- Has the mandate to develop external relationships, partnerships and propose programming projects that are within the set parameters
- Follows the directions of the Director, Programming
- Collaboratively works with the Head of Operations and Business Management, SOH Presents to plan and manage resourcing and operational requirements, and follows the directions of the Head of Operations and Business Management on all business operations matters
- Proactively works with the Business Analyst on the development and management of project budgets, forecasts, event cases and financial matters generally and follow the directions of the Business Analyst on all financial and business management matters
- Is able to negotiate and enter into financial commitments and contracts that are consistent with *both* the Delegations Policy and the approved event case for the applicable project without reference to the Head of CFCL providing such negotiations and contracts are consistent with the broad direction set by the Head of CFCL.
- Is broadly authorised to make the necessary decisions in the operational planning and delivery of programming projects provided that decisions are consistent with policy and the general direction from the Head of CFCL

The Producer, CFCL uses astute judgement and expertise in collaborating on the development of the CFCL program; managing issues; and balancing the competing and/or conflicting demands of internal and external stakeholders.

Reporting Line

Head of CFCL

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- Demonstrable experience (7+ years) to an expert level in developing, producing and delivering performances within a Venue or Festival context

- Program management experience with 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	Adept
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	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	• 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	• Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • 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	• 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	• 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	• 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	• 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

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
People Management Manage and Develop People	Intermediate	• 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