PURPOSE STATEMENT:
The Australian National University aims to be an intellectual and cultural resource; a national asset and enabler of positive, just social transformation. Engaged ANU is a new initiative that advances this aim, supporting outreach and engagement through compelling creative communication. Engaged ANU is seeking a talented and experienced creative producer to connect ANU's research excellence with Australia's diverse communities and public, planning and developing products that are distinctive, engaging and vivid.

Engaged ANU's objectives are to:
- Support ANU academics to engage with the Australian public in ways that are meaningful and maximise the reach and impact of their research.
- Produce compelling research engagement products that demonstrate the value of combining design, art and digital methods to give reach and value to public audiences.
- Trial the coordinated application of resources and skills needed to enable ANU to take a leadership role in public engagement in relation to its research.

The Creative Producer will be responsible for the creative production and delivery of immersive and visually engaging resources that support public engagement with ANU research. The role includes providing advice to academics on appropriate technical, visual and multimedia options, practices and solutions that will most effectively connect their research to relevant publics. These responsibilities extend to the production of prototypes/resources and creative products that may be potentially scalable, and the management of consultants and experts delivering specialist aspects of the creative product.

KEY ACCOUNTABILITY AREAS:
Position Dimension & Relationships:
The Creative producer will work in a small team with Science Communication, Academic Design and Impact and engagement experts, with project management and administrative supports. They have one direct report: Digital Producer.

The Creative Producer will work with ANU leaders, researchers and relevant public stakeholders to deliver Engaged ANU's creative program. The role will work collaboratively with ANU academics and professional staff across campus, along with public stakeholders, to develop and produce high quality, creative outputs that drive public engagement with ANU research.
Role Statement:
Under the broad direction of the Creative Director, the Creative Producer will:

- Provide effective creative leadership, supervision, direction and guidance of Engaged ANU’s productions, ensuring that performance is managed and strategic objectives are met through proactive engagement with ANU stakeholders, the research teams of selected pilots projects, and the ANU community.
- Advance public understanding of ANU through the strategic development and production of high quality digital media content.
- Develop, implement and maintain an Engaged ANU digital media strategy that ensures that Engaged ANU leads in the use of digital media technology and content that builds and develops ANU profile with external communities.
- Manage studio facilities, equipment and external contractors, and implement operating and administration systems, procedures and processes that ensure the University maintains high quality production and post production capacity to support strategic objectives.
- Establish and maintain strategic relationships with internal and external stakeholders.
- Provide strategic and high quality advice and support to Engaged ANU, and senior staff within Colleges and Divisions on matters related to research engagement communications and production.
- Stay abreast of trends and developments in digital media technology and advise on future needs. Lead the adoption, modification or development of innovative methods and techniques to ensure best practice in meeting Engaged ANU’s needs.
- Undertake other duties consistent with the classification level of this position. Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity.

SELECTION CRITERIA:
1. Degree with extensive relevant work experience or an equivalent combination of extensive relevant experience and training in high capacity multimedia production. Postgraduate qualifications or progress towards such in a similar discipline will be highly regarded.
2. Demonstrated extensive digital media leadership experience including managing production, editorial decision making and quality control with capacity to share knowledge through the provision of training and advice.
3. Excellent oral and written communication skills with the ability to inform, negotiate and persuade on complex matters, with a diverse range of clients and colleagues both internal and external to the University.
4. Demonstrated extensive technical experience and knowledge in digital media production and a track record of innovation and initiative.
5. Demonstrated experience in high quality, creative, communication projects or products. Experience in working with hard-to-reach groups, or communities will be highly regarded.
6. Demonstrated ability to maintain a flexible and proactive approach to tasks within a busy work environment and the ability to organize work priorities, multiple projects and meet tight deadlines, with a high level of attention to detail and great accuracy.
7. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a university context.

The ANU conducts background checks on potential employees, and employment in this position is conditional on satisfactory results in accordance with the Background Checking Procedure which sets out the types of checks required by each type of position.

Supervisor/Delegate Signature: Mitchell Whitelaw
Date: 24 January 2022

Printed Name: Mitchell Whitelaw
Uni ID: U1821432

References:
General Staff Classification Descriptors

For assistance please contact HR Division Ph. 6125 3346
In accordance with the Work Health and Safety Act 2011 (Cth) the University has a primary duty of care, so far as reasonably practicable, to ensure the health and safety of all staff while they are at work in the University.

- This form must be completed by the supervisor of the advertised position and appended to the back of the Position Description.
- This form is used to advise potential applicants of work environment and health and safety hazards prior to application.
- Once an applicant has been selected for the position they must familiarise themselves with the University WHS Management System via Handbook guidance [https://services.anu.edu.au/human-resources/health-safety/whs-management-system-handbook](https://services.anu.edu.au/human-resources/health-safety/whs-management-system-handbook)
- The hazards identified below are of generic nature in relation to the position. It is not correlated directly to training required for the specific staff to be engaged. Identification of individual WHS training needs must be in accordance with WHS Local Training Plan and through the WHS induction programs and Performance Development Review Process.

### Potential Hazards

- Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a regular or occasional part of the duties.

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<th>TASK</th>
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**NON-IONIZING RADIATION**

- solar ☐ ☐
- ultraviolet ☐ ☐
- infra red ☐ ☐
- laser ☐ ☐
- radio frequency ☐ ☐

**IONIZING RADIATION**

- gamma, x-rays ☐ ☐
- beta particles ☐ ☐
- nuclear particles ☐ ☐

**CHEMICALS**

- hazardous substances ☐ ☐
- allergens ☐ ☐
- cytotoxics ☐ ☐
- mutagens/teratogens/ carcinogens ☐ ☐
- pesticides / herbicides ☐ ☐

**BIOLOGICAL MATERIALS**

- microbiological materials ☐ ☐
- potential biological allergens ☐ ☐
- laboratory animals or insects ☐ ☐
- clinical specimens, including blood ☐ ☐
- genetically-manipulated specimens ☐ ☐
- immunisations ☐ ☐

**OTHER POTENTIAL HAZARDS (please specify):**

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<th>Supervisor/Delegate Name:</th>
<th>Date:</th>
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