



Senior Content Producer, Broadcast & Digital Position Description

The Broadcast & Digital Business Unit

The Broadcast and Digital team are an internal production house, part of the Performing Arts Pillar and responsible for delivering a wide range of digital offerings to bring the arts community and culture to audiences around the world.

We strive to deliver world class creative storytelling featuring styles of documentary, live performance, promotional and episodic, across creative industries and extend these experiences to our audiences.

The Broadcast and Digital team work alongside Staging, Lighting, Sound & Vision, Corporate Events, Wardrobe, Stage Management, Production Management and Training Services to enable the safe and efficient delivery of performances and events throughout our venues as well as online.

The Broadcast and Digital Team is responsible for positively contributing to the following strategic areas of impact.

1. Support mental health and wellbeing
2. Facilitating First Nations self-determination and expression
3. Growing diversity and inclusion
4. Building regional engagement
5. Increasing local content: employment for artist
6. Developing new audiences through digital content development

The Role

This position is responsible for overseeing the completion and delivery of projects within the Broadcast & Digital team. This is a diverse role within a team structure that supports and delivers a variety of Broadcast & Digital services to all presenters and stakeholders. The role interfaces directly with all production teams, supporting the digital product end to end process.

Type	Variable Time
Reports to	Creative Producer, Broadcast & Digital
Direct Reports	None
Salary/Hourly Rate	ACM Enterprise Agreement 2022 Band 3.3
Key Relationships	Internal: All ACM internal teams External: Presenters, Hirers, artists, other venues, suppliers
Delegation	Financial and people delegations as per current policy.
Location	Arts Centre Melbourne premises (subject to potential relocation)
Other	Live Performance Employee under the ACM Enterprise Agreement 2022 Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification)
Last Reviewed	June 2024

KEY CRITERIA

Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity

Your qualifications and experience

- Relevant professional or tertiary qualification in any of the following fields:
Broadcast, film and television, graphic design, multimedia or equivalent professional experience.

Your skills and attributes

- Proven experience with and understanding of current technology, operating systems and applications; and the demonstrated ability to learn and apply new technology and systems, including upgrades and changes, within a reasonable timeframe.

In the role you will

Accountabilities:

- Demonstrated experience working in a supervisory capacity within a film and video production in a complex environment
- Extensive knowledge in production and post production services, including supervisory skills and direction for large scale multi-camera video recording, multi-channel audio recording, live streaming, still photography, and preparation of digital content to broadcast standards
- Ability to professionally and responsively liaise with clients (external and internal to Arts Centre Melbourne)
- Friendly and personable collaboration with B&D producers as well as Production and Post Production Supervisors and team
- Responsive, clear communicator
- Creativity to be able to adapt a project brief into a project plan, overseeing and directing every stage of production
- Technical experience and strong creative eye to offer direction and feedback to Production and Post Production departments
- Extremely organised to be able to assign and manage the production and post team, providing positive leadership to coordinate the best possible outcomes
- Self-starter always showing initiative and foresight to see what needs to be done to ensure every stage of production continues to operate smoothly and to schedule
- Knowledge and experience with digital distribution streaming platforms, including but not limited to YouTube, Facebook, Zoom, Instagram and Vimeo
- Awareness of current online trending technologies social media
- Planning and managing project timelines and scheduling
- Ability to manage a team that span the skill sets and knowledge to delivery on a variety of projects
- Strong technical knowledge to ensure the production workflow remains seamless and creative
- Experience in the application of OH&S practices with knowledge of OH&S legislation

- Strong problem solving skills within a complex environment
- Experience in developing and maintaining professional relationships
- Experience in managing budgets and resources allocated to the project
- Experience in rostering, managing call sheets and production schedules
- Capability to work under pressure to meet tight deadlines
- Proven ability to effectively manage digital workflows
- A proactive approach, with the ability to show initiative
- Perform other relevant duties and tasks as directed by the Creative Producer

Decision making:

- A high level of autonomy is required within this role with the ability to make strategic decisions within the scope of the assignment
- Artistic decision making regarding style and approach of content on behalf of the producer to deliver their creative vision
- Financial decision making

Working environment/physical requirements:

- General office work with a strong emphasis on computer usage and site work while maintaining safe OH&S practices is required including outdoor and remote locations when required.
- Ability to make quick decisions under pressure.
- Due to the nature of work within the theatre environment this can involve long hours, irregular work patterns & heavy physical work.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2022.

You demonstrate our values

- **Leadership**
- **Creativity**
- **Care More**
- **Equity and Inclusion**