

Executive Producer Festivals

Position Description



Position number:	0371
Classification:	Band 7 (Full-Time) - Temporary Staff Position 6 months
EA:	Moreland City Council Enterprise Agreement
Department:	Community Development
Branch:	Cultural Development
Unit:	Arts and Culture
Reports to:	Unit Manager Arts and Culture
Supervises:	Festivals Officer X 2, Festivals Assistant & Casual Event Support Officers
Approved by:	Director Community Development

Organisational values:



Date Created:

Date Modified:

Date Approved:

Date Printed:

Position objectives

The Executive Producer Festivals is responsible for managing the Arts Moreland Festivals and Events Program. The Program includes a diversity of events which are both large and small scale and are reflective of Moreland's dynamic community. They will oversee the development, delivery and evaluation of the program with particular focus on contract management, developing and maintaining effective partnerships, financial management, program development and overseeing marketing for the program. The position is also responsible for the overall Covid safety of the festivals program.

Key responsibility areas

Event Management

- Oversee the development, delivery and evaluation of a high quality cultural festivals and events program which includes, but is not limited to, Brunswick Music Festival and Glenroy Festival within budgetary constraints as well as a range of other programs.
- Ensure diverse, inclusive and meaningful community involvement in the planning and delivery of the program including councillors when appropriate.

Contract Management

- In consultation with the Unit Manager Arts and Culture, manage the production contract for the Festivals and Events Program.
- Oversee all contracts related to the delivery of the Festivals and Events Program including ensuring Council's procurement process is followed.

Partnerships and Funding

- Scope, develop and manage relevant partnerships which enhance the festival program and reach new audiences.
- Proactively seek a range of funding opportunities and prepare applications/proposals.

Program Development

- Oversee programming which is innovative and attract new audiences to the Festivals and Events program in collaboration with the festivals team.
- Manage and maintain respectful and collaborative relationships with key stakeholders who including local artists and arts organisations.

Marketing and Publicity

- Oversee marketing and publicity for the Festivals and Events program including managing external publicists where required.
- Develop media and promotional opportunities with external agencies and organisations.
- Ensure ongoing liaison with the Communications Unit at Council regarding opportunities.

Environmental Sustainability

- Incorporate Council's environmental sustainability objectives and targets into projects and programs and promote and participate in a culture of environmental sustainability.

Occupational Health & Safety

- Ensure the implementation of safety and risk management systems across all Festival activities
- Implement and maintain health and safety standards and procedures according to legislation and consistent with MoreSafe.
- Demonstrate effective leadership on OHS matters

Diversity & Equity

- Undertake all duties with an awareness of and sensitivity to diversity and equity in accordance with Council policy.

Records Management

- Ensure that complete and accurate records relating to business activities are maintained and stored in Council's electronic records management system (including correspondence, reports, emails) in accordance with Council policy.

Other duties

- Required to undertake other duties as directed.

Employee competencies and accountabilities

Competencies:

- **Community and Customer Focus:** Building strong customer relationships and delivering community / customer-centric solutions.
- **Ensures Accountability:** Holding self and others accountable to meet commitments.
- **Collaborates:** Building partnerships and working collaboratively with others to meet shared objectives.
- **Instils Trust:** Gaining the confidence and trust of others through honesty, integrity, and authenticity.
- **Drives Results:** Consistently achieving results, even under tough circumstances.
- **Plans & Aligns:** Planning and prioritizing work to meet commitments aligned with organisational goals.

Accountabilities:

- Behave ethically when undertaking duties, ensure strong and effective fraud and corruption controls are established and regularly reviewed for the work area and provide advice and educate Branch staff.
- Lead risk management practice by identifying, assessing, influencing, preventing, treating and monitoring risk relevant to the role, the work area and broader organisation.
- Champion customer-centric behaviours and staff and community engagement that supports collaboration and richer outcomes.
- Implement and maintain Continuous Improvement System standards and procedures.
- Incorporate Council's environmental sustainability objectives and targets into projects and programs.
- Promote and participate in a culture of environmental sustainability.
- Implement and maintain health and safety standards and procedures according to legislation and consistent with MoreSafe.
- Demonstrate effective leadership on OHS matters.
- Undertake all duties with an awareness of and sensitivity to diversity and equity in accordance with Council policy.
- Ensure that complete and accurate records relating to business activities are maintained and stored in Council's electronic records management system (including correspondence, reports, emails) in accordance with Council policy.

Other duties:

- Required to undertake other duties as directed.

Organisational relationships

Internal Relationships	Properties & Places, Amenity & Compliance, City Strategy & Design, Communications, Economic Development, Engagement, Transport, Arts & Culture, Executive Officer Mayor and Councillors
External Relationships	Artists, Community Groups and Organisations, Residents, Federal, State and Local Government Departments, Funding Bodies, Industry Contacts, Contractors, Service Clubs

Job characteristics relevant to the position

The following Job Characteristics should be read in the context of the definitions describing the characteristics required of a Band 7 employee as outlined in Part B of the Enterprise Agreement (Victorian Local Authorities Award 2001, Appendix A, Part A - Employee Band 7, Clause 7)

1. Accountability and Extent of Authority:

- Accountable for the effective planning operation of this position's programs and services subject to the established policies, practices and guidelines of Council and the Arts and Culture Unit, in consultation with the Unit Manager Arts and Culture
- Decisions and actions are limited to the quality and cost of programs, projects and services undertaken within this position and in consultation with the Unit Manager Arts and Culture
- The freedom to act is subject to the policies and procedures of the organisation and the supervision of the Unit Manager Arts and Culture
- Responsible for supervising relevant staff
- Responsibility for policies and procedures relevant to the Festivals and Events program and input into Policy Development within the Arts and Culture Unit
- Responsibility for overseeing Moreland's Festivals and Events program, including large scale events such as Brunswick Music Festival
- Oversight of tender and contract management for production component of Festivals program

2. Judgement and Decision Making:

- Judgement to plan and implement this position's programs and services within the constraints and guidelines of the Arts and Culture budget, policies and guidelines
- High level problem solving in relation to the position's diverse and expansive programs and services using procedures and guidelines and the application of professional knowledge or knowledge acquired through experience
- Ability to make considered decisions and utilise knowledge or networks acquired through previous experience. Guidance and advice is not always available
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3. Specialist Knowledge and Skills:

- Program and event planning, development and evaluation skills particularly in outdoor settings
- Knowledge of current trends issues and needs in the arts and culture field
- Experience working with diverse artists both in practice and in background
- Highly developed understanding of marketing and promoting festivals and events
- Ability to oversee the requirements for the production logistics, infrastructure and risk management aspects of festivals and events of similar scale and quality of current Moreland festivals program
- Financial management skills, the ability to monitor budgets and deliver projects within budget
- Well-developed computer literacy

4. Management skills:

- Ability to analyse and think creatively and to be innovative in achieving the objectives of the Arts and Culture Unit
- Proactive approach in initiating new or enhanced programs and services
- Ability to co-ordinate project and program management, including developing, planning, implementing and reviewing, with agreed timeframes and in the most effective way possible despite conflicting pressures
- Excellent written and oral communication skills and the ability to write reports and make considered recommendations
- Demonstrated ability to manage staff and sub-contractors
- Well-developed problem-solving skills
- Understanding of, and ability to, implement personnel practices including equal opportunity and health and safety, training and development

5. Interpersonal Skills:

- Contribute actively as a member of the broader Arts and Culture team in a respectful manner
- Ability to communicate sensitively and appropriately both orally and in writing with service users and staff
- Ability to lead, motivate and coach staff and volunteers
- Strong commitment to excellence in service provision to all sections of the community
- A solid understanding of, and commitment to, inclusive arts and cultural practices
- Ability to discuss and resolve problems in a consultative manner
- Maturity of judgement, resilience and ability to work effectively under pressure

6. Qualifications and Experience:

- A tertiary qualification in Arts, Arts Management, Event or Production Management or a related discipline
- Experience in coordinating and conducting a range of large scale festivals and special events
- The proven ability to communicate with a wide range of people

7. Physical Requirements of the position

TASK ANALYSIS

In the course of his/her duties, a person in this position may be expected to work in or be exposed to the following conditions or activities as marked.

Condition/Activity	Constant	Frequent	Occasional	N/A
Manual handling weights -above 10kgs	()	()	(√)	()
-below 10kgs	()	()	(√)	()
Manual handling frequency	()	()	(√)	()
Repetitive manual work	()	()	(√)	()
Repetitive bending/twisting	()	()	(√)	()
Working with arms above head	()	()	(√)	()
Lifting above shoulder height	()	()	(√)	()
Using hand tools – vibration/powerful	()	()	()	(√)
Operating precision machinery	()	()	()	(√)
Close inspection work	()	()	(√)	()
Wearing hearing protection	()	()	(√)	()
Wearing eye protection	()	()	(√)	()
Working in dusty conditions	()	()	(√)	()
Working in wet/slippery conditions	()	()	(√)	()
Wearing Gumboots	()	()	()	(√)
Wearing safety shoes/boots (steel cap)	()	()	(√)	()
Working with chemicals/solvents/detergents	()	()	(√)	()
Washing hands with soap (hygiene)	()	()	(√)	()
Working at heights	()	()	(√)	()
Working in confined spaces	()	()	()	(√)
Working in chillers (+4 degrees C)	()	()	()	(√)
Performing clerical duties	(√)	()	()	()
Working on a keyboard	(√)	()	()	()
Driving cars and/or trucks	()	()	()	(√)

Other special features (e.g. nature of chemicals, travelling requirements, etc):

8. Key Selection Criteria

- A tertiary qualification in Arts and/or Event Management or a related discipline
- Demonstrated ability of festival program and event planning, development and evaluation skills for both large and small-scale events with diverse stakeholders
- Demonstrated ability to deliver quality and innovative outcomes within tight timelines and budgets
- Demonstrated ability to develop partnerships and attract funding to festivals and events
- Demonstrated ability with contract management, particularly with relation to production logistics and infrastructure
- Demonstrated ability to think analytically, strategically and creatively and to develop innovative and new services and procedures and be proactive in implementing them.
- Excellent written and verbal communication skills
- Well-developed skills in coordinating, motivating and supervising others including staff members, contractors and committees
- Highly developed problem-solving skills
- Empathy, inclusion and cultural awareness – ability to communicate and relate well to people from a diverse range of cultures and backgrounds