

EXPRESSION OF INTEREST

Creative Producer – Geelong After Dark 2018

The City of Greater Geelong is seeking a dynamic and experienced Creative Producer to deliver Geelong After Dark 2018 (GAD).

We seek a Creative Producer who can work in partnership with the City of Greater Geelong Arts & Culture Department to design, develop and deliver an edgy, exciting and innovative programme that showcases excellence in arts activation.

The Creative Producer will deliver a contemporary art event that explores the boundaries of artistic practice in unexpected locations in an urban setting, evokes a sense of discovery and is accessible to a wide and diverse audience.

Creative Producer Role

In its fifth year, GAD has consolidated its place on the arts and cultural calendar. With increasing attendance, this event showcases the Geelong region's creativity and contributes to its economic benefit.

Given its outstanding growth and clear potential the GAD Creative Producer has the opportunity to build on past successes and continue to deliver what is now a much-loved event in our community.

Important relationships have been established including participation of key cultural venues in the city centre, shopping centres, traders, and Deakin University. It is expected that the Creative Producer will build on these relationships and further develop links, partnerships and opportunities in 2018.

Refer www.geelongafterdark.com.au.

Mountain to Mouth (M~M) at Geelong After Dark (GAD)

Every two years GAD collides with the *Mountain to Mouth (M~M) 80klm Extreme Arts Walk*. During this year, the artistic programmes for both events intersect at a strategic site in Central Geelong through M~M's Gathering of the City ceremony, creating a shared experience for both M~M and GAD audiences. This will next occur in 2018. The Creative Producer for GAD and the Artistic Director for M~M will work together with the Arts & Culture Department in delivering this shared ceremony.

In the alternative year, when there is no M~M walk, the GAD Creative Producer collaborates with the M~M Artistic Director to identify key sites where M~M artistic elements can be delivered in that year's GAD programme. Further details in this regard will be negotiated with the successful GAD Creative Producer and M~M Artistic Director.

GAD2018 will be held from 6pm - 10pm on Friday 4 May 2018.

Responsibilities

The Creative Producer will be responsible for all elements of development and delivery of a high quality artistic GAD program on time and within budget, working closely with the Arts & Culture Management Team. Responsibilities include but are not limited to:

- Event concept development
- With the M~M Artistic Director, align GAD and M~M activities and guide the manner in which the “extreme art” notion inspires the GAD program.
- Artist engagement including contracting
- Project/logistics planning, including risk management
- Securing and managing contractors and seeking technical advice
- Securing and/or hire of all necessary equipment
- Event co-ordination and stage management
- Business and trader liaison and partnership development, including seeking local funding and sponsorship
- Marketing and communications support, including participating in active promotion where required
- Meetings as required, including post event debriefings
- Post event evaluation, reporting and budget reconciliation
- Represent the City of Greater Geelong Arts & Culture Department with external stakeholders and communication as requested.

The above list of responsibilities is provided to give applicants insight into key tasks associated with this role and an ability to respond to the expression of interest requirements.

Clarification and clear roles and responsibilities will be negotiated and articulated in the Creative Producer’s contract.

The City of Greater Geelong will act as Producer for GAD, including the M~M components and provide guidance, input and support into GAD programme development including staff, office resources, sponsorship and funding applications and acquittals.

Knowledge and Skills

- Practical and theoretical experience in developing and presentation of professional, contemporary artistic works in an urban setting.
- A genuine interest and passion for the process of delivering high quality arts events that engage broadly and facilitate and enable community participation.
- Knowledge and understanding of occupational health and safety in event delivery including risk mitigation.
- Ability to manage the event as outlined in the event brief, develop and adhere to detailed budget, timelines and monitor expenditure.
- Ability to direct and manage assistant personnel in conjunction with the Project Manager including volunteers.
- Excellent communication skills, both written and verbal.
- Public speaking skills and the ability to appropriately facilitate group discussions and meetings.

Project Outline

Refer to Attachment A 'The Brief'

Place of Work

A workstation will be provided within the Arts and Culture Department, City of Greater Geelong situated at the National Wool Museum, Cnr. Moorabool and Brougham Sts., for the duration of this contract. Equipment will include for example a computer, printer and telephone.

Remuneration

To be negotiated – between \$15-20,000, dependant on experience and demonstrated skill level. 1-year contract including a three-month probationary period of three months with an option to renew.

Timelines

EOI Commencement	Friday 28 July, 2017
EOI Close	Monday 21 August, 2017
Interviews Completed	Friday 8 September, 2017
Creative Producer Start Date	Late October/Early November

Application Process

The application process will be managed by the Manager of Arts and Culture, City of Greater Geelong. Please provide the following:

- Your CV/Resume
- A statement up to a maximum of three pages addressing the responsibilities, knowledge and skills required and your reasons for applying
- Contact details of at least two professional referees
- Proof of Driver's Licence

Forward your application, via email only, to desler@geelongcity.vic.gov.au no later than 5pm on Monday 21 August, 2017

Interviews will be held via skype or in Geelong during the week beginning 4 September, 2017.

For further information in relation to this position contact either:

Kaz Paton, Manager Arts and Culture Department, Ph. 5272 4707
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Duncan Esler, M~M Project Manager, Ph. 5272 4773
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