

# SYDNEY FESTIVAL

## Digital Producer

<b>Contract</b>	Temp contract, September 2021 to January 2022
<b>Reports to</b>	Head of Programming Operations
<b>Liases with</b>	Marketing Director Producing Team Production Team Digital Marketing Manager
<b>Manages</b>	Short-term contract staff and suppliers as required to support the implementation of the Festival program

## Purpose

The purpose of the Producing Team is to ensure that the Festival Director and the Sydney Festival organisation are fully supported in the planning, implementation and management of the content and delivery of the annual Festival program.

With a new Festival Director onboard and her bold and exciting vision, the Digital Producer will develop and execute a digital programming plan for the 2022 Sydney Festival. The role encompasses video, livestream, audio, online, interactive and immersive technologies.

## Duties include:

- Content creation and distribution of works, under the guidance of the Head of Programming Operations and collaborating with the Festival Director, Marketing Director and Producing Team.
- Lead digital content from conception through to completion, with a particular focus on video and livestreamed experiences for the 2022 Sydney Festival.
- Lead and manage freelance personnel to ensure the highest artistic, business and customer service standards are achieved.
- Assist with negotiation of rights, deals and contracts with artists, agents, broadcasters & distribution providers, media and project partners, ensuring Sydney Festival artistic, brand and commercial objectives are realised.

- Develop and manage budgets for the 2022 program, including modelling expenditure and revenue options.
- Reflect and incorporate emerging trends in digital content development
- Develop and maintain mutually beneficial relationships with industry peers locally, nationally and internationally.
- Other tasks as directed.

**Essential requirements:**

- Experience developing and producing digital content. Experience with digital arts projects highly desirable.
- Outstanding negotiation skills and experience negotiating rights with artists, record/creative companies and publishers.
- Understanding of networks and contacts within the content space, including but not limited to production companies, broadcasters, distributors, arts centres and artists.
- Knowledge of arts marketing practices and platforms, and understanding of audiences for digital content.
- Track record of managing project budgets.
- Strong team, collaboration and relationship management skills coupled with strong oral and written communication skills.

**TO APPLY**

To apply send in your CV to Nancy Hromin

[nancyhromin@culturezone.com.au](mailto:nancyhromin@culturezone.com.au) or call on 0414607601