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| Role ProfileSENIOR PRODUCER (DIGITAL EXPERIENCES) |  |
| Role Title : |  | SENIOR PRODUCER (DIGITAL EXPERIENCES)  |
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| Hours of Work: |  | 39 Hours |
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| Salary: |  | £33,000 - £36,000 (depending on experience)  |
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| Wales Millennium Centre is a home for the arts in Wales, and a cauldron of creativity for the nation. We fire imaginations by curating world-class, critically-acclaimed touring productions, from musical theatre and comedy to dance, cabaret and an international festival. We kindle emerging talents with fresh, provocative and popular pieces of our own, rooted in Welsh culture. And we ignite a passion for the arts in young people with life-changing learning experiences and chances to shine in the spotlight.**We are Wales Millennium Centre. Fire for the imagination** |
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| About: |  | As Wales Millennium Centre turns 15 we are looking forward to the next exciting stage of our organisational development. We are currently undergoing great growth in ambition around producing digital products and as such need an experienced digital innovation producer to work exclusively on digital experiences (AR, VR, motion capture, gaming, interactive storytelling, hands on exhibition content) that enhances our role as the national performing arts centre for Wales, as well as a theatre producer and provider of creative learning opportunities for young people in Wales. We have 1.4 million visitors through our doors each year and our ambition is to create experiences that can fire the imagination of families, school children, theatre goers and the local community. Therefore, these digital experiences will be primarily accessed in our front of house spaces with the ambition to tour successful products nationally and internationally and enter the domestic market.This post will report to the Head of Digital and Brand and when unavailable to the Director of Marketing and Communications and work closely with members of the Artistic, Learning & Development teams. |
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| Primary Purpose**:** |  | The successful candidate will join Wales Millennium Centre at an exciting stage as we plan and deliver a front of house redesign that can better welcome our visitors and invite people of all ages and backgrounds to immersive themselves with all aspects of the performing arts in our free public spaces. The focus of these activities will be through interactive digital experiences which tell our brand story, celebrate our national culture and create meaningful interactions with the performing arts that stimulate the imagination.The ideal candidate will have over five years’ experience delivering creative and robust digital products using a range of both innovate and established technology. Ideally their work would have been used in public spaces by high volumes of users and will have excellent storytelling skills, creative vision and a high level of technical proficiency.  |
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| SpecialistAccountabilities: |  | Core to the role is delivering high-end interactive digital content and product experiences across our physical spaces and digital channels:* Work with the Artistic Director to drive the creative vision for our interactive areas of the new font of house spaces including cutting-edge interactive screens and a hands-on digitally driven exhibition space
* Deliver an annual digital slate of work to budget and project deadlines at a high quality and of a robust nature that can cope with high usage front of house
* Have an advanced working knowledge of new digital technologies and how they are used in public spaces such as AR, VR, motion capture, gaming, interactive storytelling, infrared screen technology, Magic Leap among others
* Write and present creative briefs which mirror the artistic programme and strategy to technology and content agencies
* Procure and manage new digital products from start-ups and established agencies, navigating contracts, project timelines and budget management successfully. Keep across of advancing technologies and digital agencies to create a slate of collaborators to work with
* Navigate the precarious emerging technology sector to ensure that value for money and longevity are delivered for the Centre
* Explore and realise funding opportunities with the Development team to help fund new digital experiences through partnerships with technology providers, trust and foundations and corporate sponsorships
* Work alongside the brand and digital team to create ‘always on’ content for our new interactive digital screens, market and brand new digital products to a wide audience
* Devise a long-term audience development and content strategy across relevant strands of artistic programme ensuring we are evaluating our activity and capturing data when appropriate
* Ensure the customer experience and front of house execution optimises usage of digital products and services
* Create partnerships with arts organizations across the UK and Wales to curate a programme of digital experiences front of house, learn from past projects and share knowledge
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| GenericAccountabilities: |  | 1. Have a full understanding of how your role and department relate to the Centre objectives; working collaboratively with the Leadership Team, team members, and other colleagues to meet the Centre’s aims and objectives.
2. To actively engage with the Arts and Creative team on developing creative content ideas which complement the artistic vision and programme and Development team to secure funding and partnership opportunities
3. To represent the Centre at relevant forums; conferences and other events as appropriate;
4. To keep up to date with relevant technologies and content providers ensuring the products created are using the best in class technology with expected shelf life.
5. Connect and network with cultural organisations and technologists across Wales
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| Success Measures: |  | 1. The successful roll out of a new digital welcome area and interactive screen programme, with a robust operational plan baked in across the organisation
2. A new digitally-driven exhibition area celebrating the performing arts in all its forms in our new front of house redesign
3. An annual Festival of Voice digital experience which can run alongside the festival front of house and tour to other festivals on the global circuit
4. Growth in reputation for Wales Millennium Centre as a world-renowned visitor attraction, increased footfall
5. The export of digital products to globally renowned arts venues and festivals
6. Income generated to invest in new digital experiences via partnerships and trusts and foundations
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|  | **This role profile sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post.** |  |



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| What We Are Looking For… SENIOR PRODUCER (DIGITAL EXPERIENCES) |  |

We are looking for highly motivated, articulate individuals able to work with a range of partners, artists and audiences/participants with the ability to balance creative ideas with optimal spend and efficiency. You will need extensive understanding and at least five years’ experience of creating high-end digital experiences with innovative technology and artists. Have a positive attitude with a high level of self-motivation and ability to work on your own initiative; be a creative problem-solver and a lateral thinker.

Please refer to how you meet these essential requirements in your application.

A. Responsibility

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Create digital experiences using emerging and established technologies and artists (AR, VR, motion capture, gaming, interactive storytelling, hands on exhibition content) that can be accessed by a wide audience in our front of house spaces and digital platforms | x |  |
| 2. | Work with Development to secure funding for a rolling programme of hands-on digital exhibition and interactive screen content | x |  |
|  | Ensure the complexity of digital projects can be operationally managed across the organisation including IT infrastructure, customer experience and technical teams ensuring there is budget, resource skills and training in place to deliver a world-class customer experience  |  |  |
| 3. | Experience of financial management, budgeting skills and reporting including experience of managing and controlling large-scale budgets. | x |  |
| 4. | A commitment to valuing and developing culture and identity in Wales in all aspects of the Centre’s activities | x |  |
| 5. | Excellent organisational skills with the ability to efficiently manage several campaigns at once | x |  |

B. Knowledge

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Extensive knowledge and understanding of emerging and established technology platforms such as AR, VR, Magic Leap, gaming, interactive screens, motion capture | x |  |
| 2. | Extensive understanding and at least five years’ experience of delivering complex mass market creative digital products in public spaces and across digital platforms | x |  |
| 3. | Extensive knowledge of digital marketing platforms: Facebook, Google, YouTube, Instagram, Email, third-party sites and other useful platforms | x |  |
| 4. | Good knowledge of creative production process taking projects from brief, concept design, script through to the marketing and distribution of the final product  | x |  |
| 5. | Experience of working in a cultural organization and with artistic teams to create content across platforms |  | x |
| 6. | Impeccable attention to detail, especially when managing budgets, contracts, product design briefing and collating product feedback. | x |  |
| 7. |  |  |  |

C. Values

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | High motivation and assertiveness | x |  |
| 2. | Willingness to work flexibly in response to the changing needs of the project  | x |  |
| 3. | Ability to work under pressure | x |  |
| 4. | Ability to prioritize and manage time effectively | x |  |
| 5. | Ability to motivate, support, develop and manage others | x |  |

D. Communication

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Excellent interpersonal skills with attention to detail | x |  |
| 2. | Positive and friendly approach with the confidence to deal with people at all levels. Ability to nurture and sustain a range of partnerships.  | x |  |
| 3. | Confident negotiation skills. | x |  |
| 5. | Strong relationship building; with individuals and teams | x |  |

E. Environment

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | Understanding of the Centre’s key objective of delivering a Warm Welsh Welcome to all and a commitment to promoting the Welsh Language wherever possible. | x |  |
| 2. | Commitment to the provision of excellent customer service to both colleagues and customers at all times. | x |  |
| 3. | Be conscious of the impact your work has on the environment and look to minimize this. | x |  |

F. Welsh Language

Please refer to how you meet these essential requirements in your application.

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| **No** |  | **Essential** | **Desirable** |
| 1. | The ability to speak Welsh |  | x |
| 2. | The ability to listen and understand conversations in Welsh |  | x |
| 3. | The ability to write in Welsh |  | x |
| 4. | The ability to read Welsh language material |  | x |