

Job Description

Creative Producer

Department	Creative and Technology
Reports to	Creative Lead
Direct Reports	Nil- <i>works closely with contractors, interns and volunteers</i>
Grade	Grade 6
Status	Permanent, Full-time
Location	Greenpeace's normal places of business and/or employee's home (on request)

Role Purpose

The Creative Producer works in collaboration with the Creative Lead to drive the design and development of strategic creative projects that build support and profile for Greenpeace and its campaigns in the Australia Pacific region. This role develops, produces and curates high-level photo, video, design and multimedia projects that deliver on cross-organisational goals. This content inspires people to act for a green and peaceful future by telling the Greenpeace story through innovative and audience-centric content production.

This role also serves an educational and training function through supporting effective internal practices for storytelling, graphic design, multimedia production, distribution and archiving, including training Greenpeace Australia Pacific (GPAP) staff in these areas.

The role also maintains GPAP's multimedia equipment and tools and will respond to external enquiries and requests regarding Greenpeace multimedia archive.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Trust and Respect	
Values People	
Knowledge Sharing	
Goal Orientated	
Cutting Edge	

Key metrics

Creative strategy, collaboration & support

Commissions and production

Build relationships, support & up-skill staff

Responsive communication

Evaluation, Archives and Licensing

Compliance with Framework Conditions

Role Responsibilities

Creative strategy, collaboration & support

Key Metric

Collaborate and lead on winning creative content strategies to deliver impact for fundraising, campaign and brand building projects.

How Success is Measured

- Develop and execute creative content and distribution strategies for campaigns and projects, as required.
- Advise project and campaign teams on the best visual communications strategies and tactics using audience insights and audience-centric design principles.
- Support campaign and project teams to produce and/or project manage both proactive and reactive content for traditional media and online.
- Contribute to organisation-wide content and engagement strategies.
- Supervise creative volunteers as required.

Commissions and production

Key Metric

Concept, produced & delivered high impact creative content.

How Success is Measured

- Conceptualise, plan, produce and /or project manage the delivery of creative productions with external suppliers to budget, consistent with Greenpeace's brand guidelines, creative standards and respect of local and international copyright laws.
- Produce videos, photography, subtitles, slideshows, sound bites, social media squares and other audiovisual content for distribution to media and across Greenpeace channels
- Build lessons and learnings into action plans to ensure continual improvement.
- Juggle the personal prioritisation of various creative content projects
- Keep abreast of developments and trends in digital, social and creative content more broadly, in order to maintain Greenpeace's cutting-edge reputation.

	<ul style="list-style-type: none"> • Negotiate rates and contracts (including licensing arrangements) with contractors. • Making decisions about creative projects (in consultation with the Creative Lead), and accountable for the results.
Build relationships, support & up-skill staff	
Key Metric	How Success is Measured
Build and maintain effective relationships with internal and external stakeholders, including supporting staff through effective production training.	<ul style="list-style-type: none"> • Pursue, develop and maintain effective working relationships with external allies, media contacts, artists, contractors and suppliers. • Build and maintain relationships with frontline communities and activists to support our people-centred storytelling • Develop and maintain effective working relationships with Greenpeace Australia Pacific staff, volunteers and activists. • Develop and maintain effective relationships with Greenpeace staff internationally and ensure up to date knowledge of Greenpeace's international brand, web presence and developments. • Support and empower relevant staff across organisation to achieve creative excellence by sharing skills and resources and conducting training as required. • Contribute to the development of processes and practices that support high-quality communications output.
Evaluation, Archives and Licensing	
Key Metric	How Success is Measured
Ensure that our creative work is impactful and accessible.	<ul style="list-style-type: none"> • Lead and/or contribute to the evaluation process of creative content – using digital analytics, and qualitative suggestions for improvement. • Manage and maintain multimedia archives for Greenpeace Australia Pacific, Greenpeace International and external use - including photos, videos, project files and finished products. • Manage and maintain Greenpeace audio and visual resources and equipment. • Manage Greenpeace's multimedia assets, negotiate contracts and licensing agreements in accordance with Copyright law, as appropriate; provide invoicing and payment information.
Responsive Communication	
Key Metric	How Success is Measured

<p>Support agile and responsive communications outputs and keep our public communications current and up to date.</p>	<ul style="list-style-type: none"> • Inform and support Greenpeace Australia Pacific's response to external events or incidents that offer opportunities for the organisation and/or threats to the organisation, as directed. • Maintain components of the Greenpeace Australia Pacific website as required, and identify new ways to enhance Greenpeace's online reach via its website.
<p>Compliance with Framework Conditions</p>	
<p>Key Metric</p>	<p>How Success is Measured</p>
<p>Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute</p>	<ul style="list-style-type: none"> • Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies • Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Creative and Technology Director).

Role Requirements

Knowledge

- Knowledge of standard technology systems: Google Suite, Trello, Slack
- Knowledge of standard creative production tooling: e.g. Adobe suite, and know when to use each
- Understanding of photo and video archiving systems, including cataloguing and keywording.
- Knowledge of copyright and licensing
- An understanding of the different cultures, languages and customs of target audiences in the Australia Pacific region
- Deep familiarity with Internet culture and trends along with active participation in numerous social media platforms.

Skills

- Demonstrated ability to research, produce and distribute rich and impactful storytelling products
- Strong photo and video production and/or design skills
- Demonstrated skills in conceptualising, researching, and recruiting talent for content.
- Ability to use Adobe Creative Suite
- Excellent negotiation, facilitation, communication and presentation skills
- Exceptional self-organisation and administration skills.
- Excellent project management skills
- Exceptional written and spoken English, particularly scriptwriting and proofreading, with a second language preferred
- Interpersonal relationship skills, in particular building constructive and long-term relationships with both internal and external parties

- Demonstrated skills in producing creative content for financial or non-financial action outcomes.
- Experience and ability in identifying and developing media content (visual narratives/stories) to engage with a varied audience
- Ability to multitask and engage online communities across multiple networks at the same time

Experience

- At least four (4) years of professional experience as a graphic designer, video producer or photo editor, with lived experience leading a diverse range of creative projects
- A strong background in video, photographic and design production of small to medium scale
- A track record of achieving success in traditional and social media-driven campaigns or initiatives.
- Experience summarizing quantitative and/or qualitative data in narrative form (data visualisation experience a plus).
- Experience using data to monitor and evaluate creative content performance
- Experience managing freelancers and successfully setting, monitoring and evaluating their output.

Employee Commitment	
Signature:	Date: