

Senior Creative Producer

Job description

Reports to: Head of Digital

Works closely with: the digital team, ELA's Content & Designer, and external creative and production partners

Hours: Full Time, 38 hours p/w, permanent

Location: ELA's Sydney office. Hybrid working with a minimum of 2 days per week in the office

About Energy Leadership Australia

Energy Leadership Australia (ELA) is a community organisation working to build enduring and broad support for evidence-based climate and energy policies to reduce emissions this decade. We work in partnership and collaboration with a range of stakeholders to strengthen leadership for well-designed policies to reduce emissions.

Purpose of the Role

We are looking for a Senior Creative Producer to join our growing digital team and help tell stories that reach new audiences outside those traditionally reached with climate content.

Reporting to the Head of Digital and working as part of ELA's digital team, the Senior Creative Producer will work collaboratively across creative development, storytelling and production. This is not a traditional communications role. We're looking for someone with strong creative and production instincts who can find great people and stories, develop ideas, and lead productions from concept through to delivery.

The role will work across social content, creator collaborations, short films, digital series, podcasts and larger integrated communications campaigns, with a particular focus on content that resonates with mainstream, regional and conservative-leaning audiences.

Core Competencies

- **Experience.** 5+ years' experience in creative production, television, film, digital content or a related field.
- **Creative and editorial judgement.** Strong creative and editorial judgement, with an instinct for finding compelling people, stories and ideas.
- **Storytelling and writing skills.** Excellent interviewing, storytelling and writing skills.
- **Production expertise.** Experience producing and directing high-quality video content from concept through to delivery.
- **Leadership and mentoring.** Experience leading creative or production teams and managing external contractors, and comfortable sharing expertise to help others build their creative and storytelling skills.
- **Project management.** Strong project management skills, including managing multiple productions, budgets, timelines and external suppliers.
- **Platform and audience fluency.** Strong understanding of social and digital platforms and how content needs to adapt for different audiences and formats.
- **Relationship-building.** Excellent relationship-building skills, particularly working with contributors, talent and people without media experience.
- **Collaboration and adaptability.** Comfortable working as part of a small, fast-moving team; curious, adaptable and willing to experiment with new creative approaches.
- **Mission alignment.** Genuine passion for action on climate change, ELA's mission and reaching audiences beyond the traditional climate bubble.

Key Responsibilities

Creative Development & Storytelling

- Work with the Head of Digital and digital team to turn strategic priorities into strong creative concepts and content.
- Find compelling people, stories and cultural hooks that can reach audiences outside the traditional climate bubble.
- Develop concepts, treatments, scripts, interview approaches and story arcs.
- Bring a strong editorial eye to content produced for ELA and partners, ensuring it feels engaging, contemporary and made for the audience rather than institutional.

Production

- Lead end-to-end production of digital and multimedia content, from concept and pre-production through filming, post-production and delivery.
- Produce and direct interviews, social content, short films, creator content, podcasts and other formats.
- Manage production schedules, budgets, talent, locations, suppliers, approvals and deliverables.
- Lead external creative and production teams across larger projects, including managing contractors, freelancers, production partners and suppliers.
- Brief and manage external creatives to ensure work is delivered to a high standard, on time and within budget.
- Work collaboratively with ELA's Content & Designer and external creatives to develop content for different platforms and audiences.

Mentoring & Capability Building

- Share creative and production expertise across our partner network, helping build stronger storytelling and content capability across the movement.
- Mentor and support colleagues, partners and emerging creators in storytelling, interviewing, production and content development.
- Develop and deliver practical training, workshops and resources where useful.

Messengers, Stories & Partnerships

- Help develop credible messengers, creators and community voices who can reach mainstream, regional and centre-right audiences.
- Build trusted relationships with contributors and help people communicate naturally and authentically.
- Work with the Head of Digital and ELA partners to develop content collaborations and identify strong stories.

Digital Content & Innovation

- Contribute to the digital team's ongoing content planning and creative direction.
- Stay across emerging formats, creators, platform behaviour and cultural trends.
- Identify opportunities for timely and reactive content.
- Use audience and performance insights with the broader digital team to understand what is breaking through and improve future work.
- Help the team test new formats and creative approaches.

Travel Requirements: The role is based in Sydney at our Paddington office, a minimum of 2 days a week in the office. The role involves semi-regular travel within Australia to support productions, shoots and events.