



MAKING IMAGINARY WORLDS A REALITY

JOB DESCRIPTION

Place of Employment:	Weta Workshop Ltd Cnr Camperdown & Park Roads Miramar, Wellington
Job Title:	Content Writer and Story Developer, Location Based Entertainment (LBE)
Reports to:	Executive Producer
Name:	TBC
Direct Reports:	Nil
Working Hours:	40 hrs per week worked between 8.00am and 5.30pm, Mon - Fri

JOB PURPOSE

The role of a Content Writer and Story Developer, LBE, is to create, develop and deliver concepts, storylines, scripts, plus other creative writing materials for unique location-based experiences on assigned projects.

MAIN RESPONSIBILITIES

- Work with creative project teams in the creation of location-based experience design
- Create unique story concepts
- Work independently on certain project briefs of varying levels of complexity from concept to completion

KEY DUTIES

Work with project teams in creation of location-based experience design

- In collaboration with the project(s) creative director and creative team, develop guest experience story structures
- Responsible for bringing guest experience storytelling to life, whether delivered via multiple storytelling visitor experience platforms and technologies that may be utilized with the experience
- Communicate story ideas clearly to creative colleagues, including guest experience concepts, story beats, treatments, scripts, mood and tone visuals.
- Support or lead in the development of various written material requirements for the project, eg., project/experience summaries, creative and design intent documents, conceptual marketing materials, nomenclature naming etc. Think strategically and brainstorm creative content ideas with team and client(s)

- Participate in the development of creative presentations to project stakeholders both internal and external helping to communicate project concept, content and vision

Create unique story concepts

- Work with the Creative Director and Creative Lead(s) conceiving and developing unique, often unexpected and imaginative, content story ideas, experience outlines, narratives and dialog through the different phases of project
- In collaboration with the projects producer, Creative Director and design team act as 'vision-keeper' of story for the project team
- Help communicate, inspire, and maintain the project's story intent among all project team-members (including third party vendors and client)
- Evolve story narrative as necessary throughout each phase of development, maintain creative intent and deliver the intended experience
- Develop outlines, treatments and final scripts
- Write in a number of different styles and tones for different audience needs communicating effectively at all levels in all disciplines
- At times take a lead creative role in developing overall guest experience with creative and design team
- Conduct research on thought-provoking topics and translate that information into captivating storytelling to help drive the creative ideation of themes, stories, and guest experience expectations and trends
- Work effectively under tight deadlines, while maintaining individual creative integrity
- Script development

Work independently on certain project briefs/tasks of varying levels of complexity through concept to completion, including:

- Concept story writing
- Content research
- Guest experience narrative
- Interactive experience narrative
- Editorial
- Copy writing for client/partner project presentations
- Present creative ideas to colleagues and project stakeholders

KEY RELATIONSHIPS

- Design/Creative teams
- Executive Creative Director LBE
- Executive Producer LBE
- Clients
- CEO/Creative Director
- Production Managers and Production Coordinators

SKILLS / ATTRIBUTES REQUIRED

- Strong understanding of story structure
- Identification of on trend pop culture and entertainment topics
- Ability to write strong dialogue
- Excellent written and verbal communication skills.
- Impeccable spelling and grammar
- Strong proof-reading skills
- A deep understanding of what motivates and audience / guest

- Ability to interact in a team environment and creative leadership.
- Ability to brainstorm; strong presentation skills and proactive problem solver.
- Ability to influence based on being a subject matter expert.
- Working knowledge in Microsoft Word, Excel, Final Draft and Keynote
- Great research and organisational skills

EXPERIENCE

- 3+ years experience as a professional creative writer
- A portfolio that includes unique creative ideas, script and copy examples
- Excellent knowledge of grammar
- An ability to write for multiple audiences in different styles and tones.
- Qualifications in creative writing, playwriting, screen writing, or communications studies preferred.
- Experience having worked across a broad range of storytelling platforms, formats and media (*eg., screen, location based experiences, immersive marketing campaigns, immersive theatre, theme park attractions and museum exhibitions*)
- Knowledge of SEO, html, wordpress a bonus.

FLEXIBILITY STATEMENT

Due to the dynamic nature of Weta Workshop, the tasks and responsibilities noted in this role description may change from time to time, to meet the needs of the business. As a result, it is expected that the incumbent is prepared for changes to the role and this description of it, on a day-to-day-basis. Any 'material' changes will be mutually agreed between the parties and noted in this document/in writing.