



MAKING IMAGINARY WORLDS A REALITY

JOB DESCRIPTION

Place of Employment:	Weta Workshop Ltd Cnr Camperdown & Park Roads Miramar, Wellington
Job Title:	Lead Creative, Location Based Experience (LBE)
Reports to:	Executive Producer, LBE
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 Lead Creative - Location Based Experience (LBE) is to creatively oversee and be responsible for the quality of work produced by the assigned design and creative team on specific LBE projects.

MAIN RESPONSIBILITIES

- Creative Leadership
- Possess and demonstrate strong innovative, creative and technical abilities
- Creative Communication
- Creative Mentorship

KEY DUTIES

Creative Leadership

- Be creatively responsible for the multiple stages of creative development, from high concept ideation, concept refinement, through to final design, including creative project planning for the next stages of production and beyond
- Find and invent design solutions for creatively unique, emotionally impacting visual stories and experiences that engage all the senses
- Demonstrate outstanding all-round creativity, artistic ability and imagination across but not limited to - experience design, story/narrative, subject matter and research, digital multimedia, exhibitions, film, tv, gamification, visual identity and brand development, plus other creative disciplines
- Responsible for overseeing the quality of work produced by our multi-disciplinary creative team through the multiple stages of creative and design development
- Work with fellow team of designers, writers, concept artists, draftspersons and other creative project team members to create compelling experience design materials with a

focus on story, environment, characters, objects, props, costumes, storyboards, visual reference, spatial layout design, media, lighting, technical intent plus other creative requirements that are needs for the design of a project.

- Work with LBE Executive Creative Director to ensure creative intent, vision and design of the project is maintained and executed through all project phases
- Establish and maintain cohesive design aesthetics through all phases of assigned project(s)
- Demonstrate strong art directorial abilities and provide clear creative and design feedback to push the project forward to fellow creative team members within the team
- Provide technical input and recommendations for reducing costs and improving quality of work
- Consult with LBE Executive Creative Director, Executive Producer and/or production team to delegate creative aspects of the job to the appropriate crew and provide clear instructions/briefs
- Work within project parameters, client requirements, internal goals and constraints, as well as budget and schedule

Possess and demonstrate strong innovative, creative and technical abilities

- Participate and lead as a creative thinker/artist with the ability to invent thoughtful, viable and unexpected/original creative solutions to internal client and external client briefs
- Participate in all design aspects of a project, encouraging the team to focus on finding unique creative solutions, innovative ideas, quality design and pushing the teams' technical creative capabilities
- Develop and cultivate effective design processes within the LBE studio
- Initiate internal creative feedback forums
- Work within and execute across a broad range of storytelling platforms, formats and media

Creative Communication

- Communicate, inspire, and maintain project intent among all team-members
- Represent the assigned creative team and their work to clients
- Facilitate the clients brief(s) to the creative team by pushing concepts and finding the best way to meet the client's needs through creative/design solutions
- Collaboratively establish creative strategies and solutions for client projects
- Translate client objectives into creative/design briefs and strategies
- Where appropriate, delegate ownership of project briefs to senior designers to ensure all objectives are met within a project ensuring design quality is upheld
- Be a sounding board during creative/technical discussions
- Act as key project liaison with internal and external stakeholders, clients, vendors etc
- Direct art related vendors that require briefing and art direction

Creative Mentorship

- Mentor and support team members; understanding the teams' strengths/weaknesses and recommend growth opportunities to help the team develop
- Work with the Executive Producer to identify and recruit talent and resources necessary to complete the project

Other key duties

- Ability to work in many different visual methods, including, but not limited to; sketching, illustrating, 3D modelling, composite imagery, copy and image research documentation
- Project development planning
- Guest experience creation
- Ideas generation

- Copy writing
- Content development and media direction
- Staging and production concept design

KEY RELATIONSHIPS

- Design/Creative team
- Executive Creative Director LBE
- Executive Producer LBE
- Head of Production
- Clients
- CEO/Creative Director
- Senior Management team
- Production Managers and Production Coordinators
- Team Leaders

SKILLS / ATTRIBUTES REQUIRED

- Effective creative leadership abilities
- Developed understanding of story creation
- Compelling communicator, skilled in motivating team members and cultivating key relationships
- Excellent problem-solving skills
- Strong personal organisation skills and attention to detail
- Willingness to be accountable and accept responsibility
- Illustration skills
- Marketing knowledge
- A good understanding of art fundamentals (space, form, light, surface, texture, line, colour)
- Understanding of design through to manufacture (plausible designs that can be executed)
- Very high standards for design and execution
- Ability to visually interpret other people's ideas
- Ability to be flexible and to adapt to change when requested
- Ability to lead a small to medium sized creative team
- Excellent knowledge of creative software applications, including Photoshop, InDesign etc
- A keen interest in design, immersive entertainment, film, tv, gaming, pop culture, the world itself!

EXPERIENCE

- Must have minimum 5 years' experience working on and designing on a mix of immersive experience-based attractions, design for film/tv, exhibition design, live experience event design
- Possess and demonstrate innovative, creative and technical abilities
- Qualifications in Theatre, Art, Film, or Architecture is preferred

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.