

## **POSITION DESCRIPTION**

### **Festival Creative Producer**

Position status: Full time, 3-year contract

Commencement: February 2024

Reports to: Director

Direct reports: PUNQ Festival Coordinator and Festival Volunteer Team

Internal Relationships: Director, Marketing and Communication Manager and the Business and Partnerships Manager

External Relationships: Artists, publicists, suppliers

Salary package: \$70,000 per annum + superannuation guarantee (currently 11%)  
(\$1,000 relocation allowance for applicants not from the Townsville region)

### **About Umbrella Studio Contemporary Arts**

Umbrella is a leading independent platform for contemporary and experimental arts practice operating on Wulgurukaba and Bindal Country (Townsville, North Queensland).

We have a four-decade legacy of bringing art and audiences together. We amplify critical and creative voices, support communities, incubate creativity and collaboration, and advocate for new models and investment in the arts.

We believe in the power of commune, bringing together diverse voices and perspectives of our region and beyond. In dialogue, through creative arts practices, we transgress traditional place-based hierarchies of centre and periphery. We nourish curiosity, exploration, and more profound experiences with the region and all its peoples. We acknowledge the beauty of the in-between spaces. We invite partnership and collaboration to create encounters and meaning in a complex world.

Umbrella runs an annual program of onsite and touring exhibitions, public programs, arts residencies, studio access, professional development programs, special events and a biennial festival, Pop Up North Queensland (PUNQ). Umbrella is integral to our region's thriving culture and creative economy.

### **Vision**

To be an inclusive platform for independent, experimental contemporary arts practice in a globalised dialogue.

### **Mission**

To express and amplify our distinctive and authentic North Queensland voices.

## About PUNQ Festival

PUNQ Festival is a 16-day place-making visual and performance art festival with an edge. The artistic direction focuses on providing platforms for expressing and amplifying the distinctive and authentic North Queensland arts and Cultural voices alongside their national and international contemporaries.

North Queensland is home to situated knowledge, creative practice and storytelling of global significance. The festival engages with spaces, histories and futures, activating communities through art. PUNQ encourages critical dialogue as audiences explore the state of play in this large regional landscape.

The festival program has four main streams:

### 1. MAJOR SITE-SPECIFIC COMMISSIONS

The commissioned site-specific artworks and performances draw audiences across North Queensland to explore untold stories created by local, national and international artists. This program, curated by the PUNQ team, also provides opportunities for emerging artists through an open call for expressions of interest.

### 2. PUNQ ART FAIR

This stream builds on the legacy of the 'pop-up spaces' program, in which artists activated unleased shops. As many of the CBD spaces have been leased, we are now consolidating this PUNQ mainstay and bringing all the 'pop-ups' into one historic building, creating a one-stop-shop for visitors on the first weekend of the festival.

### 3. REGIONAL ART TRAIL PROGRAM

Drawing on the network of arts organisations and groups who we partnered with for PUNQ 2021, the art trails will take audiences on a deeply local journey. Audiences will experience exhibitions, museums and installations on Yunbenun (Magnetic Island), Warrgamay, Nywaigi & Bandjin Country (Hinchinbrook) and Gudjal Country (Charters Towers).

### 4. PUBLIC PROGRAMS

A series of critically-engaged dialogues and hands-on workshop experiences will compliment both PUNQ's overarching artistic direction and individual programs.

## About the Role

This is an exciting opportunity to work with critically acclaimed contemporary artists. The Creative Producer for PUNQ Festival is a lead role in PUNQ, a 16-day celebration of North Queensland's rich cultural tapestry. With a focus on place-making through visual and performance art, the Creative Producer plays a multifaceted role in delivering the festival's artistic vision and ensuring its seamless execution.

In overseeing the four main streams of the festival, the Creative Producer acts as a programmer, collaborator, and facilitator.

PUNQ Festival's biennial nature adds a strategic layer to the Creative Producer's role. Long-term planning involves envisioning the festival's growth, sustainability, and continued impact out to the 2026 edition of the festival.

The position is responsible for the successful production of PUNQ over two iterations of the festival. We are looking for a highly organised, skilled person with excellent interpersonal skills and strong experience in arts management. The position requires flexibility, with work outside standard working hours, including intense periods of work leading into and during the festival.

#### Responsibilities:

- Work with the Director to produce the major commissions program
- Manage and produce the art fair, regional art trail and public program with the support of the PUNQ Festival Coordinator and larger Umbrella team.
- Manage artist requirements
- Event logistics – coordinate and manage the festival including negotiating venues, sourcing equipment, approvals, documentation, sponsorship requirements, contracts, site set-up, bump-out and COVID-safe plan
- Coordinate program copy text and images
- Work with the Marketing and Communications Manager to deliver the program launch and social media campaigns
- Work with the Marketing and Communications Manager and external PR consultant on national and state campaigns providing marketing and program content and coordinating press events in the lead up to the festival
- Complete administration and reports alongside the Festival Coordinator
- Implement and support maintenance of COVID Safe plan/s for the festival
- Manage festival budget with support from the Director and Business Manager
- Develop and maintain systems for evaluation and collection of statistics
- Liaise with local government, communities and businesses in relation to the festival
- Ensure legal, industry and sponsor requirements are met
- Support funding acquittals in liaison with the Director
- Support data upload when necessary

## **Key Selection Criteria**

Please address these items in a separate document:

### ***Essential***

1. Experience producing high-level contemporary arts festivals.
2. Experience negotiating and writing contracts and agreements for a variety of purposes.
3. Highly organised with the ability to multitask whilst achieving competing deadlines.
4. Excellent communication and interpersonal skills with a demonstrated cross-cultural sensitivity particularly when working with First Nations peoples.
5. Experience managing small teams, including paid and volunteer staff.
6. Highly adaptable written skills.
7. Knowledge of and passion for national and international contemporary arts practice and experience working with artists to deliver their vision.
8. Excellent problem-solving skills with a demonstrated ability to work independently and in a team.
9. Strong financial acumen with experience working with large budgets.
10. Post-graduate degree or BA and with equivalent experience in related fields.
11. Current open driver's licence.
12. Working knowledge of the Microsoft Office suite of applications.

### ***Desirable***

- Knowledge of North Queensland arts industry
- Working at heights licence

Queries can be addressed to Kate O'Hara by email only [director@umbrella.org.au](mailto:director@umbrella.org.au).