

Position Description

POSITION	Creative Producer		
REPORTS TO	Creative Director	DIRECT REPORTS	NIL
KEY STAKEHOLDERS	Internal: ▪ Creative team ▪ Marketing team ▪ Regional and Park Managers ▪ Internal project stakeholders External: ▪ Creative and production vendors ▪ Print, media, and logistics partners		
PURPOSE	Coordinate the planning and delivery of Reflections Holidays' creative and content projects, enabling the creative team to produce high-quality, on-brand work efficiently and on time. The role translates marketing priorities into practical production plans, coordinates people, suppliers, locations and logistics, manages the creative workflow, and keeps stakeholders informed from initial brief through to final delivery.		
KEY RESPONSIBILITIES	▪ Work with the Creative Director to translate marketing priorities and approved briefs into clear, practical production plans, schedules and deliverables. ▪ Coordinate production across day-to-day design work, social content, photography shoots, brand campaigns and other creative projects from initial brief through to final delivery. ▪ Plan and coordinate the people, locations, suppliers, equipment, travel and logistics required for each project, including occasional production support at Reflections parks across NSW. ▪ Manage the annual Reflections magazine from initial planning through content coordination, design, approvals, print production and delivery. ▪ Monitor the creative pipeline, assess incoming work against priorities and team capacity, and maintain visibility of current and upcoming commitments. ▪ Oversee incoming design and creative requests, clarify requirements and guide work efficiently through the agreed creative workflow. ▪ Maintain project schedules, briefs, status updates, approval records and other production documentation so that information is current, accurate and accessible. ▪ Keep stakeholders informed of progress, dependencies and changes, and coordinate feedback, decisions and approvals at the appropriate stages. ▪ Identify production risks, competing priorities and roadblocks early; recommend practical solutions, adjust plans where appropriate and escalate material issues promptly. ▪ Coordinate external suppliers and contractors, confirming expectations, timelines and deliverables and supporting effective working relationships. ▪ Help ensure completed creative work is accurate, fit for purpose, delivered to the required standard and consistent with the Reflections brand. ▪ Contribute to continuous improvement of creative-production processes, tools, templates and ways of working while supporting a positive and collaborative team environment.		

SELECTION CRITERIA	Essential: ▪ Demonstrated experience in creative production, agency account management, project coordination, marketing production or a comparable role. ▪ Strong understanding of creative workflows and the ability to coordinate projects from initial brief through production, review, approval and final delivery. ▪ Excellent planning, organisational and time-management skills, with the ability to manage multiple projects, competing priorities and changing deadlines. ▪ Demonstrated ability to prepare and maintain practical project schedules, production documentation and clear status information. ▪ Clear, confident and approachable communication skills, with the ability to coordinate internal stakeholders, creatives, suppliers and contractors. ▪ Ability to translate briefs, discussions and marketing priorities into clear actions, responsibilities and deliverables. ▪ Strong attention to detail and a commitment to follow-through, quality and protecting the purpose and integrity of creative work. ▪ Resourcefulness, initiative and sound judgement when identifying roadblocks, adjusting plans and resolving production issues. ▪ A proactive, calm and collaborative approach, including the flexibility to provide occasional production coordination at Reflections locations across NSW. Desirable: ▪ Experience using project-management platforms or creative workflow tools. ▪ Experience coordinating print production, campaign shoots, photography or social-content production. ▪ Experience working within tourism, travel, lifestyle, outdoor or multi-site organisations. ▪ Experience in Project Management Platforms, such as Productive or Monday
REFLECTIONS HOLIDAYS VALUES	<i>How our company values apply to all employees</i>
GROW TOGETHER	When we work as a team, everyone benefits. We grow when our people, our places and communities are at their best – teamwork helps us all grow and learn.
SAY IT, DO IT	We deliver on our promises – we are all as good as our word. We are solutions focused.
MAKE A DIFFERENCE	In partnership with others, we achieve better outcomes. We believe everyone can make a difference in the lives of people, places, and our planet.

CARE DEEPLY

We are genuine and demonstrate care for our customer, our communities, our people, and our world. We deliver to a high standard.

ACKNOWLEDGEMENT:

I acknowledge that I have read and understood the duties and responsibilities as listed in this position description and have been provided a copy for my reference.

SIGNATURE:**DATE:**