

JOB DESCRIPTION

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| POST TITLE: | Creative Producer (Animex Festival) |
| GRADE: | Grade 8a |
| RESPONSIBLE TO: | Deputy Director, Communications & Development |
| LOCATION: | Department of Communications & Development (CAD) |
| JOB PURPOSE: | To lead the development and delivery of a new, public-facing programme for Animex, Teesside University's annual international festival of Animation, Visual Effects and Games. Inspired by the possibilities of the worlds of gaming, animation and VFX, the post holder will work closely with the academic team to build upon the existing industry and student-facing offer to develop new audiences, engage the local community and build a programme which animates venues and sites across Middlesbrough with publicly accessible and exciting works and events that balance income-generating opportunities with free-to-access content. |

DUTIES AND RESPONSIBILITIES

1. Lead the development and delivery of Animex's public-facing creative vision and programme for November 2024, and outline the delivery plan for 2025.
2. Work with key stakeholders such as the Tees Valley Combined Authority – who have supported this post - Middlesbrough Council, the Arts Council, and local games, animation and VFX businesses to build the Animex brand and programme.
3. Support fundraising for the Animex programme by working in partnership with key trusts and foundations and other strategic funders.
4. Develop new partnerships with regional, national, and international stakeholders to grow and refine the Festival, including arts organisations, charities, local businesses and regional venues.

5. Contribute to the research, development and implementation of an Audience Development Plan for 2024-2025 for the public-facing element of the festival.
6. Work closely with the academic festival team to identify / align with 2024 & 2025 themes and develop crossovers and connections with the industry and student-facing elements of Animex.
7. Work in collaboration with the Communications & Development (CAD) and Student Recruitment and Marketing (SRM) departments in the implementation of a communications and marketing plan for 2024-2025 for the public-facing element of the festival.
8. Work in partnership with the wider CAD team to support a fundraising strategy to make public-facing elements of the festival sustainable, exploring charitable and commercial opportunities.
9. Build strong external partnerships with commercial, community, and arts organisations to support the continuation of the festival's public-facing elements into the future.
10. Provide reports, presentations, and updates to internal and external Animex stakeholders, including the Animex Advisory Board.
11. Track and record activity and impact to contribute towards internal reports and evaluations for future Animex growth.
12. Adhere to all University policies including Health and Safety and Equality and Diversity guidelines.
13. Undertake any other reasonable duties that may be allocated from time to time commensurate with the grading of the post and relevant to the delivery of a successful Animex Festival.

I acknowledge receipt of the above-mentioned duties and responsibilities and confirm my acceptance of them.

Signed: _____

Date: _____