



# Position Description – Venue Activation Programming Lead

<b>Division</b>	City Futures
<b>Portfolio</b>	City Planning & Sustainability
<b>Business Unit</b>	Economic Development
<b>Level</b>	6
<b>Reports To</b>	Coordinator Economic Development
<b>Prescribed Position</b>	No

## Position Objective

Lead the activation, programming and external positioning of Woodville Town Hall as a vibrant, financially sustainable cultural venue. Drive audience, artist and producer engagement by attracting touring events, festivals and partnerships; curating distinctive programs (including a Fringe Hub); and building the venue's reputation and profile.

This role operates with a high degree of autonomy and judgement in an environment where programming budgets may be limited or variable. The position focuses on deal-making, partnerships, co-presenting and attraction-based programming, balancing cultural ambition with commercial and operational realities.

## Key Responsibilities

### Venue Activation & Strategic Programming

- Lead the activation of Woodville Town Hall to maximise utilisation, audience engagement and cultural impact across the calendar.
- Curate and deliver a diverse and distinctive program of activity, including performances, festivals, talks, community and commercial events.
- Establish Woodville Town Hall as a recognised Fringe Hub and active participant in major South Australian festivals and cultural events.
- Identify and pursue opportunities to activate dark nights, non-peak periods and non-traditional formats.
- Balance cultural, community and commercial outcomes in line with Council's strategic objectives.

### **Artist, Producer & Festival Engagement**

- Act as the primary external contact for artists, producers, promoters and festival partners.
- Proactively attract established and emerging artists, touring productions and cultural events to the venue.
- Build and maintain strong relationships with local, national and international producers and presenters.
- Host and coordinate venue familiarisation tours and relationship-building activities.
- Represent Woodville Town Hall in industry networks, festivals and sector forums.

### **Commercial & Programming Models**

- Develop and implement programming and activation models that do not rely solely on a traditional programming budget, including:
  - co-presenting arrangements
  - door splits and shared-risk models
  - attraction funding and in-kind support
- Prepare business cases and financial assessments for programs, partnerships and major events.
- Manage any allocated programming or attraction budgets, ensuring responsible use of funds and alignment with agreed risk parameters.
- Monitor program performance and adjust approaches to maximise sustainability and impact.

### **Marketing, Media & Profile Building**

- Lead the narrative and positioning of Woodville Town Hall as a cultural destination.
- Work collaboratively with Council's Marketing and Communications team to develop and deliver marketing, media and publicity strategies for the venue and its programs.
- Contribute hands-on to content development, copywriting and storytelling where required.
- Identify and leverage publicity opportunities, partnerships and earned media to maximise reach with limited resources.
- Support the development of a strong, recognisable brand for the venue and key programs (including the Fringe Hub).

### **Partnership with Venue Operations**

- Work in close partnership with the Venue Operations Lead to assess operational feasibility, manage risk and ensure smooth delivery of programs and events.
- Collaborate on scheduling, resourcing and delivery planning to support complex and high-volume activity.
- Respect and operate within agreed operational, safety and compliance frameworks.

- Reporting, Governance & Continuous Improvement
- Monitor and report on activation, programming and commercial performance against agreed KPIs.
- Contribute to business planning, forecasting and strategic reviews for Woodville Town Hall.
- Maintain accurate records and documentation in accordance with Council policies and governance requirements.
- Identify opportunities for continuous improvement in programming, partnerships and activation approaches.

### **Corporate Responsibility**

- Positively contribute to our culture by living our values which guide decision making and delivery of outcomes for our community.
- Actively deliver an innovative customer experience that's effortless, delivered with care and exceeds our customers' expectations.
- Responsible for being actively involved in the identification and management of the day to day risks of their activities and projects.
- Take reasonable care for your own and others health and wellbeing in accordance with the Work Health & Safety Act 2012 and with Council's Work Health & Safety Managements Systems.
- Promote and maintain a child safe environment and take action as per Council's Children and Vulnerable Persons Policy.

### **Selection Criteria**

#### **Skills**

- Demonstrated leadership in venue activation, programming or cultural development.
- Strong commercial and financial acumen, including experience working with limited or variable budgets.
- Highly developed communication, negotiation and relationship management skills.
- Ability to operate with autonomy, judgement and creativity in a complex environment.
- Proven ability to balance artistic ambition with commercial, reputational and operational considerations.
- Strong marketing, media and storytelling capability.
- Ability to work collaboratively across disciplines and organisational boundaries.

#### **Knowledge**

- Strong understanding of the contemporary performing arts, festivals and live events sector.
- Knowledge of programming, co-presenting and touring models.

- Understanding of audience development, cultural trends and market dynamics.
- Awareness of local government operating environments and public value considerations.

## Experience

- Demonstrated experience in programming, producing, venue activation or cultural leadership roles.
- Experience attracting artists, producers or festivals to a venue or program.
- Experience developing and delivering successful programs with constrained resources.
- Experience working in partnership with operations, marketing and commercial teams..

## Qualifications & Requirements

Relevant tertiary qualification in Arts Management, Cultural Studies, Event Management, Marketing or Business, or equivalent demonstrated experience.

Essential

Current drivers licence

Essential

## Other

Out of hours work as required

Essential