

Position Description

Position title:	Senior Programme Lead – Public Realm Programming	Team:	Performing Arts
Division:	Tātaki Auckland Unlimited	Reports to:	Director, Performing Arts
Department:	Performing Arts	Direct reports:	N/A
Unit:	Performing Arts	Indirect reports:	N/A
 Our commitment to te ao Māori	We honour te Tiriti o Waitangi, accord value to te ao Māori (the Māori world), support kaitiakitanga and are responsive to the needs of Māori. You participate in initiatives to embed te ao Māori into the way we do things. You are willing to develop and build your own understanding and capability to contribute to the delivery of the directorate's Māori outcomes and wider organisation's vision to be responsive to the needs and aspirations of Māori as outlined in the Māori Outcomes Performance Measurement Framework.		
 Role Purpose	Auckland Live is the leader in programming and presentation of performing arts, culture, entertainment, events and experiences in Tāmaki Makaurau Auckland. As the powerhouse for creative and cultural endeavour across multiple venues and sites, our focus is on access and opportunities for the enjoyment and inspiration of Auckland's many communities and visitors, every day. Our purpose To bring people together through, exceptional, inclusive and transformative performing arts programming, events and experiences - across our venues and public spaces- that celebrate Tāmaki Makaurau's rich diversity, express its unique identity and enrich the lives of all who live in and visit the city. <i>We create memories that will last a lifetime.</i> Reporting to the Director, Performing Arts, and as part of Auckland Live; the purpose of this role is to lead and manage the strategic direction, programming and stakeholder relationships of Aotea Square and Te Komititanga including the development of events and experiences at other sites in the city centre as may be required. The role will develop an annual programme of events and experiences, co-ordinate the use of, and oversee the calendar of events of these two key spaces for Auckland Live. Key to this role is the ability to work collaboratively with other external and internal stakeholders to ensure the delivery of a visionary, engaging, creative, impactful and co-ordinated program of activity across Te Komititanga, Aotea Square and the city centre.		



Key responsibilities

Programming and strategy

- Using the Te Komititanga Placemaking Pilot: Recommendations report and the Auckland Live Strategic Road Map (2025-2028) develop a programming framework, implementation plan and annual program for both Aotea Square and Te Komititanga.
- Develop event and experience concepts for Te Komititanga and Aotea Square, incorporating existing programming. This includes identifying partners, budgeting, assembling project teams, negotiating terms and contracts, creating detailed plans, managing procurement, collaborating with designers, artists, contractors, operations, technical production and F&B, implementing concepts, and conducting evaluations.
- Working collaboratively with the Manager, Performing Arts to ensure that events, experiences and activations in Aotea Square and Te Komititanga; presented by Auckland Live are aligned with any programming initiatives and areas of focus for the Performing Arts ropu and in-line with the Auckland Live Strategic Road Map.
- Oversee the full calendar of events and activities for Te Komititanga and Aotea Square, managing inbound inquiries, and ensuring the appropriate permitting and contracting of these events. Collaborate with the Manager, Presenter Services, and Head of Venue Planning to ensure clear processes for internal and external events, experiences, and activations, while meeting all legislative obligations.
- Design, develop and manage the delivery of other events, experiences and activations within the public realm, across the city centre, that may be required.

Stakeholder Engagement and collaboration

- Foster and manage relationships with artists, designers, property owners, businesses, resident and community groups, and other stakeholders, ensuring equitable input from diverse voices. Collaborate closely with Performing Arts and Presenter Services teams to cohesively manage these relationships, considering the needs of Aotea Square and Te Komititanga alongside the broader dependencies of Auckland Live's wider business.
- Work collaboratively across Tātaki Auckland Unlimited and the council group, maintaining positive relationships and ensuring alignment between strategies and programmes, and avoid duplication or programming conflicts.
- Create partnership opportunities with local community organisations, public bodies, creative and cultural partners.
- In collaboration with Tātaki Auckland Unlimited's Māori Outcomes team ensure appropriate engagement with mana whenua in relation to Te Komititanga, Aotea Square and other public realm spaces in which experiences and events may be presented.
- Work collaboratively with members of the Presenter Services, Auckland Events and Conventions and Tātaki Auckland Unlimited's teams to support the delivery of their events by ensuring they are considered and incorporated as part of Aotea Square and Te Komititanga programming frameworks.

Marketing and Communications

- Work with the Communications team to develop and implement a plan to regularly communicate and engage with internal and external stakeholders.

- Working with the Auckland Live Marketing team develop marketing plans and initiatives for the program of works across these spaces.
- Through the appropriate processes, ensure the Local Board is kept informed of planned activity, proposed program and any relevant strategic priorities for the spaces.
- Communicate programming plans, initiatives, and critical information clearly and consistently to all relevant departments across Auckland Live and Tātaki Auckland Unlimited, adhering to established processes and defined areas of responsibility

Leadership

- Assists with on-the-job mentorship and training of team members as required, with a specific focus on public realm programming of events, experiences and activations
- Contribute to the development and implementation of effective systems, processes and procedures that support and improve business output.
- Provide timely and relevant information to senior management relating to the ongoing relationship of key partnerships, opportunities and challenges.

Organisational Obligations

- Action the organisation's good employer obligations and equal employment bicultural policies and practices.
- As an employee of the organisation, you are required to be associated, as required, with Civic Defence Emergency Management or any exercise that might be organised in relation to this organisation's function.
- Promote a safe and healthy workplace by undertaking responsibilities as outlined in the organisation's health and safety policy and procedures.
- Promote activities and initiatives that assist the organisation achieve its vision and mission.
- Promote one-organisation initiatives and action on these service characteristics.
- As an employee of the organisation, you are required to familiarise yourself with and comply with all organisation policies, including but not limited to the organisation's Code of Conduct.



Outcomes

Expected outcomes

- A comprehensive programming framework, implementation plan, and annual program for Aotea Square and Te Komititanga is developed and executed in alignment with Auckland Live's Strategic Road Map and broader city centre activation goals.
- Successful development, coordination, and delivery of a well-managed annual calendar of engaging events and experiences at Aotea Square, Te Komititanga, and other key public spaces in the city centre as required.
- A visionary, creative, and impactful program that enhances the vibrancy and reputation of these iconic public spaces while meeting legislative and operational

requirements.

- Effective and collaborative relationships with internal teams, external partners, mana whenua, and other stakeholders, ensuring inclusive input and alignment of programming initiatives.
- Strong, equitable relationships are established and maintained with a wide range of stakeholders, ensuring inclusive input and cohesion across Auckland Live's broader ecosystem.
- Clear, consistent communication plans are developed and executed to engage internal and external stakeholders.
- Marketing strategies and initiatives effectively promote programming activities across these public spaces.
- Local board members are well-informed of plans and strategic priorities.
- High positive feedback and public happiness with events, activations, and the overall public space experience.
- Increased number of events, participation levels, and diverse community involvement in programming.
- Mentorship and training enhance team capability and confidence in public realm programming.
- Systems, processes, and procedures are improved to support business objectives.
- Senior management is kept well-informed about key partnerships, opportunities, and challenges, enabling timely decision-making.



Key skills

- Extensive experience of programming live performance, events, activations and experiences in public realm spaces.
- Demonstrated experience in developing programming frameworks or similar, annual programs of live performance, events and experiences.
- Expertise in designing, budgeting, contracting, and delivering diverse events and experiences, managing multiple projects concurrently.
- Experience in negotiating and developing contracts with diverse stakeholders.
- Experience collaborating with artists, designers, technical production, contractors, and operations teams to ensure seamless event delivery.
- A strong track-record collaborating with multiple stake-holders across complex projects.
- Ability to work with marketing teams to develop marketing and communication plans for both ticketed and free events.
- Excellent organisational, planning and problem solving skills

	• Strong networks locally, nationally and internationally of artists, producers and event creators. • Experience working with diverse communities. • Understanding of bicultural practices and commitment to equity and inclusion, including engagement with Māori outcomes. • Demonstrated capacity to excite and motivate multiple teams to achieve a vision. • Proven ability of being able to lead through influence and bring people across different teams on a journey.	
 Job Requirements	Qualifications • Tertiary qualification in a related discipline is required or applicants with relevant work experience will be considered.	
	Experience • 5+ years' experience in public realm programming including demonstrated experience of designing and delivering complex events. • 5+ years' experience in a leadership role within a performing arts centre, Festival or equivalent • Experience in the use of Microsoft Office - Word, Excel, PowerPoint, and Outlook, as well as experience in venue management systems. •	
 Key Relationships	Internal • Director, Performing Arts • Manager, Performing Arts, Manager Presenter Services, Senior Producer • Performing Arts, Producing and Presenter Services teams • Venue Planning, Operations, Technical Production, F&B, Finance teams. • Marketing, Growth and Communication teams • Other Tātaki Auckland Unlimited teams	External • Mana whenua • Auckland Council team members • City stakeholders, Resident Groups, Precinct Partners • Artists, producers, companies other creative industry networks • Event organisers • Event delivery partners

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by incumbents in the assigned job. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the incumbent. From time to time, employees may be required to perform duties outside of their normal responsibilities as needed.

Approving manager:	Version date:
Daniel Clarke	September 2025

 Job framework	Job function:	Job family:	Job:	DFA
				Budgeted: • Opex: \$25,000 • Capex: \$0 Unbudgeted: • Opex: \$0 • Capex: \$0