

JOB DESCRIPTION:

Senior Integrated Producer

REPORTS TO:

VP/Creative Director

WHAT WE'RE LOOKING FOR:

Pre-pros. Schedules. Timelines. These words are part of your regularly vocabulary. That's because you're a producer, through and through, and you love playing a pivotal role in bringing ideas to life. But beyond your notebook filled with estimates and your phone list filled with contacts, who are you? You're a superstar who can oversee the entire delivery of a project—from beginning to end—while keeping an even-keeled attitude. You're a fountain of knowledge when it comes to purchasing, licensing, and managing stock photo, video, and music. You are a pro when it comes to scheduling and creating responsible timelines and also keeping teammates updated on a regular basis. And you're a team player who knows communication and collaboration are keys to success. Of course, you're also able to deliver on all the bullets listed below but we'll get to those in a moment.

WHO WE ARE:

It seems like, these days, many ad agencies are ashamed to call themselves ad agencies. They'll say they're storytellers, brand ninjas, or stuff like that. Not us. We're an ad agency and proud of it. A 61-year-old one, at that. And while the mediums and channels have changed over the past six decades, one thing has not: that it's our job to make our clients shine. A task, by the way, we gladly take on in the form of creative, PR, media and analytics. For us, it's all about getting results for our clients. Each and every day. Just like we've done for the past 61 years.

JOB SUMMARY:

As a Sr. Integrated Producer, you'll be managing a team of producers. Your goal will be to ensure processes are in place so that great work (emphasis on the "great") is produced efficiently, on time, and within budget. You will also be hands-on as an Integrated Producer on some agency accounts.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Cross-departmental collaboration and management of broadcast, print, and digital projects including specialty projects from initiation through implementation and deployment.
- Leads multiple and concurrent projects to guarantee overall quality of work and ensure the project is delivered on time, on or under budget and free of error.
- Securing sourcing quotes and negotiations with vendors.
- Overall management of purchasing rights and licensing of all creative assets across the agency.
- Be the communications hub between all agency team members that may touch an assigned account/project.
- Maintain regular communication with the agency staff to provide status updates on schedule and budget.
- Identify best practices and develop new systems/process/tools for complex integrated client projects.
- Manage producers, vendors, and internal resources.
- Proactively identifies ways to provide added value to the client through economical solutions and savvy production management.
- Develops, implements, and manages project scoping, planning/scheduling of internal and external resources, estimating, and building project timelines.

- Work across teams to determine the scope of a project, hours allocation, and the necessary resources required.
- Tracks and reports project budgets and profitability
- Resolves cross-client scheduling conflicts.
- Manage external trafficking of print ads, television and radio ads.
- Route projects through the internal system until final approval.
- Thoroughly review job input and kick back as needed to ensure optimal efficiency for creative staff.
- Provide clear and accurate communication in regards to team member tasks and deliverables.
- Gathering, organizing, and storage of all required client assets.
- Work with internal and external resources to build out digital creative assets based on the client objectives and specs provided by ad ops team, from beginning to end.
- Work with digital media vendors to establish timelines and necessary components required to optimize digital media units.
- Keeps abreast of new industry trends and their impact on the functions, provides training as needed
- Encourages staff to be innovative and solution oriented
- Mentors, develops and guides team
- Provide vendor/partner research and vetting to ensure they will deliver the highest-quality creative product and stay true to the vision of the project/deliverable.
- Maintain vendor/partner sourcing database.

QUALIFICATIONS:

- 7+ years of experience managing simultaneous projects in a fast-paced agency, marketing, or creative services environment.
- 5+ years of broadcast and print production experience; agency experience a plus.
- Must be detail oriented and adept at multi-tasking.
- Self-motivated and organized.
- Solution-driven, even against challenging projects/situations.
- Thorough knowledge of Google product suite and Microsoft Office.
- Strong understanding of digital, print, broadcast, and the ability to converse *effectively* about all verticals.
- Strong sense of design and experience with industry leading creative output.
- Excellent written and verbal communication skills and the ability to work well with a variety of personalities and work styles.

COMMUNICATION ABILITY:

Ability to read, analyze and interpret information from a variety of sources, such as trade journals, research reports, white papers and cross-tabulated survey data to effectively present information in one on-one and group situations to customers, clients and other employees of the organization.

REASONING ABILITY:

Ability to define problems, collect information, establish facts and draw valid conclusions based upon information furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

COMPUTER SKILLS:

Computer proficiency, MS 365 preferred, including MS Outlook. Workamajig experience a plus.

LEADERSHIP RESPONSIBILITIES:

Does not supervise the work of others.

WORK ENVIRONMENT:

Fast-paced, energetic, creative environment requiring flexible work hours.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch and crawl. The vision requirements include ability to adjust focus and close vision. Reasonable accommodations may be made to enable individuals to perform the essential functions.