

**JOB DESCRIPTION:**

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 someone who takes ownership of a project—from beginning to end. Whether it's producing a photo or video shoot, a website, or even something you've never heard of, you welcome the challenge with an open mind and open arms. And you own it every step of the way. You are a pro when it comes to scheduling and creating responsible timelines and also keeping teammates updated on a regular basis. And, of course, you can juggle a multitude of different projects while still keeping your cool and playing nice with others.

You're also the liaison between account services and creative, playing nicely with everybody to ensure the work is done according to specs and on time. You're a walking Google when it comes to knowing the status of a project and you keep all necessary parties updated along the way. You're equal parts efficiency, process, and advertising geek who loves being part of a business where no two days are the same.

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:

Manage multiple creative staff and vendors to produce all aspects of integrated creative projects throughout the entire lifecycle. Organize and lead teams to ensure adherence to strategy, budget, schedule/timelines, and internal/external needs while collaborating with ad/ops to ensure performance against KPIs.

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.
- Manage business affairs including licensing and rights management across broadcast, legal, production contracts, talent agreements.
- Be the communications hub between all agency team members that may touch an assigned account/project.
- Maintain regular communication with agency staff to provide timely status updates on schedule and budget.
- 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.
- Introduce/review vendors to collaborate with that will deliver the highest-quality creative product and stay true to the vision of the project/deliverable.

QUALIFICATIONS:

- 5+ 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.
- Self-motivated and organized.
- Excellent time management skills.
- Solution-driven, even against challenging projects/situations.
- Thorough knowledge and use of Workamajig, Google product suite, Microsoft Office.
- Strong understanding of digital, print, broadcast, and the ability to converse *effectively* about all verticals.
- 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. Occasional overnight travel may be required.

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.