

Creative Producer

** Campaign Best Places to Work 2022 Winner

** RAR Award-Winners

** Clients include Financial Times Live, Cats Protection, Haymarket Group, Bishops Move, AGM Group, Centaur Media, RSPCA

Role overview

- We are seeking a Creative Producer to join our dynamic and fast-paced Creative Studio. In this role the Creative Producer will work across a multitude of client accounts from events, to travel, to TV/media and much more.
- The Creative Producer should have a strong history of creating and executing high quality digital content, a voracious interest in digital video and a deep understanding of how to produce video content.

Hours / Location

This is a full time role - 5 days a week with your hours fully flexible across the week after discussion with us around core meeting times (which are via Zoom). We operate a work from anywhere policy with quarterly full team meet ups in locations around London and the South East plus the option to work at one of our hub offices in London or Kent when you want to work away from home at any time.

Who we are

We are one of the UK's longest established and most trusted digital agencies. Founded in 1997 we're always a year older than Google!

Our culture is set around Our 'Why':

"To challenge and inspire growth so we thrive and exceed expectations whilst empowering people to live their best lives."

We attract people who want the flexibility to work wherever and whenever they like yet also want regular face-to-face contact, socialising and a challenging role. New employees constantly tell us "It really isn't like this anywhere else." Come and find out why!

With a focus on Paid Search & Social campaigns together with technical SEO we work for a range of well known brands across a spectrum of sectors including B2B events, Publishing, E-Learning, Charities and Tourism, including a team serving the Icelandic market.

Our team enjoy a wide range of benefits including regular in house and external training courses, remote first working (with shared office choices if preferred), weekly and monthly face to face day meetings and team fun events, Health Insurance and reward benefits from Apple Watch through to subsidised gym membership and half price weekends away, Pension Scheme, fully flexible holiday allowance, a staff well-being committee who organise a host of regular activities, the opportunity to help drive the business forward via a series of focus groups and more.

Day to Day

- Develop and write client facing creative strategy
- Produce creative videos and graphics in line with client tailored strategy
- Pitch ideas for new and innovative ways to create or capture content, positioning our client base in the best possible way and ultimately driving the most efficient return on investment from advertising media spend via best in class creative

Main Roles and Responsibilities

- Generate cross-platform creative ideas across social-only, short-form video.
- Produce high quality video shoots with a holistic approach and an eye for detail. Should display an “all hands on deck” approach to their work ethic.
- Manage end-to-end production logistics on all projects. Must feel confident coordinating, equipment, travel logistics, on-site production needs, budgets, post production, scheduling, and various other production requirements.
- Oversee creative development and execution, partnering closely with account management and paid activation teams. Must feel confident with creative decision-making in relation to aligning content to paid campaign objectives as well as art direction and edit reviewing.
- Must be able to flex creatively and assist other team members, as needed. Ability to work collaboratively and can take feedback and notes on their projects.
- Ability to flex skillset and support on strategic and planning projects when not actively creating content.
- Must manage and support the post production process and be responsible for collecting all creative notes through the process, and ensure deadlines are being met.
- Have an excellent knowledge of video, audio and graphics needed throughout the pre & post production process.
- Ability to multi-task and manage multiple projects simultaneously while working under tight deadlines, with small budgets and limited resources.
- Keep abreast of video-related platform updates, innovation opportunities, algorithmic changes and best practice.
- Interrogate creative ideas for the best possible iterations to generate engagement across various platforms including but not limited to YouTube, Facebook, Instagram, IGTV, LinkedIn, Twitter, Snapchat, TikTok and live video.
- Show a passion and enthusiasm for filmmaking, design and innovation.

Key Skills

- A minimum of 3 years of Production experience.
- A demonstrated track record in production execution.
- Effective time management and organisational skills.
- Detailed, concise and effective communication and record-keeping.
- Ability to effectively lead a and implement workflow and process.
- Familiarity with personally capturing and editing video content.
- Familiarity with Camera Equipment, Lighting, Audio, and Post Production Equipment and needs.

About You

- Strong understanding of creative strategy- creation & implementation
- Knowledge of how to create successful social media content, especially on Twitter, Instagram, Facebook, LinkedIn, TikTok and YouTube
- Passion for design and innovation
- Technical proficiency in Adobe CSS
- Proactive and motivated, with a willingness to take on any task
- Positive collaborative approach to working to short turnaround times