

Scale Marketing: Agency Creative Producer

You have a creative mind. You are a born leader, diplomat and a budgeting savant. Your aesthetic eye, calm demeanor, and organizational skills are beyond comparison.

You'll need all that and more to lead and build operational excellence for Scale Marketing's creative efforts. Through developed processes and relationship building, you'll elevate overall team performance and accelerate creative output at Scale.

As the Creative Producer at Scale Marketing you'll act as the primary liaison between the overall Scale Marketing Team and a world-class bench of creative resources including directors and production companies, writers, artists, animators, editors, music companies, casting directors, agents and other industry associations.

You keep the creative production process on track with the goal of producing great work under every circumstance. You direct, invent, inspire and stimulate the creative process.

You're expected to:

- Manage day-to-day coordination with production partners and internal teams and external clients.
- Establish production best practices including responsibilities and timelines while also driving projects forward with all relevant stakeholders.
- Stay abreast of changing technologies that provide efficiency and differentiation.
- Source and partner with best-in-class production assets that can bring to life creative concepts.
- Remain informed about the talent resources "out there" and know how to bring in the right people and tools that are most appropriate to serve the job; Must know "Who is right for this?"
- Manage budgetary constraints and quick turnarounds.
- Negotiate the hiring of talent in front of and behind the cameras.
- Make tough decisions with solution-driven authority while maintaining flexibility.
- Develop umbrella concepts with creative directors and copywriters that can carry an advertising campaign.
- Work very closely with writers to polish scripts, with art directors to fine tune visuals. Your eye is impeccable; your ear tuned to the customer.
- Produce high quality, creative advertising that drives results.
- Be on-site producer for video production shoots
- Travel to productions as needed

Your must haves:

- 6+ years' experience working in creative teams

- Meticulous approach to details; structured/analytical thinker
- A passion for creating powerful, results impacting work
- Hands on experience with creative production; both traditional and digital creative
- Experience handling creative teams (production, design, writing) and the creative development process — preferably in a marketing or advertising agency setting
- Experience working with tight project timelines and strict deadlines including last minute changes when needed
- An understanding and appreciation for modern communication trends across design, video, and social media; what's next?
- Ability to plan and drive projects with cross-functional teams
- Strong active-listening skills; excellent interpersonal skills
- Proficiency in Excel for tracking budgets and resources
- Excellent planning, organization and implementation skills
- Innovative, with a critical/creative thinker attitude
- Experience in interacting with and influencing all levels of management