



JUNIOR DIGITAL PRODUCER

Producer Department, Perm, January 2025, Tommy UK

WE ARE TOMMY, ARE YOU?

Are you an intelligent, proactive doer who is proud to see projects from inception through to delivery? Are you keen to build on your digital experience and learn to create campaigns across online advertising, social content, and AR lenses? Do you love tech innovation, social, and making cool stuff?

If so, you might be the person for this job. We are looking for a promising Junior Digital Producer to join our close-knit and exceptionally talented team producing award-winning work for the likes of TikTok, Amazon Prime Video, Netflix, Tesco Mobile, Sony Pictures, and Warner Bros. A Junior Digital Producer at Tommy will both support more senior Producers on projects and learn to take on projects independently.

We search out the most talented individuals we can find, but a positive attitude and a passion for seeing great work through as part of the team are qualities on which we won't compromise. The Producer team at Tommy ensures the integrity of our work by carrying these qualities through every phase of each project whilst keeping the good work on track.

CORE RESPONSIBILITIES

Our Junior Producer will often be supporting a more senior Producer or team, but will also take on smaller projects independently, gradually increasing in scope and responsibility as his/her skills and confidence grow.

Our Junior Producer will be expected to:

- Support project teams throughout the process from concepting through planning, creation, QA, and delivery - as part of a producer team or independently
- Gather requirements and collate briefs on new projects and inquiries
- Create estimates, project plans, SOWs, CRs, functional specs, DAFs, PORs and all other project documentation as necessary
- Track project costs and keep project budgets with weekly and monthly reporting, using an Effort Matrix or other adopted systems
- Learn to use and maintain project records in all adopted project tracking, resourcing, and reporting software systems
- Brief and support all members of your project team as they work through your project briefs
- Contribute to agency-wide resource planning
- Support the ongoing improvement of efficient process that makes life easier for all



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- Run BAU banner work, TikTok BEs and AR Lens projects, social asset creation, and other light-lift projects independently
- Support more senior Producers in larger projects and campaigns across the range of digital, social, AR, DOOH, and experiential

SKILLS AND EXPERIENCE

All Digital Producers are expected to have and to develop a number of skills. A Junior Digital Producer at Tommy will have some mix of existing skills from this expectation and will work tirelessly to develop the remainder.

- The ability to write and refine essential digital project management documents such as Estimates, Statements of Work, Change Requests, Project Plans, Functional Specs, and Project Briefs
- Project management principles as a discipline
- AR project management - including the ability to manage TikTok Branded Effects (BEs) and AR Lens projects independently
- Online advertising campaign management – including the ability to translate complex media plans into cost estimates and project plans.
- A basic understanding of how technical aspects of digital projects work (enough to ask the right questions, form a project plan, manage developers on projects) and the ability to translate these actions to laymen's terms to educate your clients when necessary
- An understanding of the basic capabilities and limitations of design, editing, and development software and languages (including but not limited to Photoshop, Premier Pro, After Effects, HTML5, SparkAR)
- Up-to-date understanding of the qualities and capabilities of all major social channels and a sense of what “works” and what doesn't
- A strong awareness of innovative technologies and a willingness to try new things
- A strong sense of responsibility and attention to detail which you've learned to channel through digital production and project management
- An intense desire to impress clients and audiences at every opportunity
- Proficiency with Productive, TeamGantt, G-suite (docs, sheets, slides), and a variety of other digital project management tools

GET IN TOUCH

If you think you've got the skills, talent, and style to be our new Junior Digital Producer, get in touch with us at work@thisistommy.com. Send your CV and portfolio along with a cover letter email explaining why you are the best person for the job.



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We're committed to furthering equality and diversity in the creative industry, so we'll be especially happy to see applications from diverse or underrepresented backgrounds. Tommy believes the advertising industry should reflect the world to which it speaks.

Local applicants legally allowed to work in the UK and able to work in our London office only, please. Please note that we implement a hybrid working policy of 3 days based in the office. If you're a recruiter, please don't call us. We'll call you.