



# Digital Producer

Project Production Team

Permanent

13 February 2019

## Digital Producer Job Specification

### WE ARE TOMMY. ARE YOU?

Are you an intelligent, proactive doer who is proud to own digital projects from inception through to delivery? Do you have a keen appreciation and admiration for process, but the wisdom to use it to improve the running of your projects without allowing it to run you? Are you well-versed in project managing online advertising, interactive web build experiences, and social content creation? Do you get a little giddy at the prospect of working with innovative technologies you've not tackled before? Do you strive to be your client's trusted guide through project work?

If so, you might be the best woman or man for this job. We are looking for a talented Digital Producer to join our close-knit and exceptionally talented team producing award-winning work for the likes of Paramount Pictures, Amazon, Tesco Mobile, Netflix, Sony Pictures, and Warner Bros.

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. A Digital Producer for Tommy ensures the integrity of our work by carrying these qualities through every phase of each project whilst keeping the good work on track. This is a role that actively engages with individuals across the agency (all three sites globally); so, please, if you want to blend into the wallpaper apply to some other agency.

### RESPONSIBILITIES

As a Digital Producer you will be responsible for working across a number of projects and client accounts simultaneously – gathering requirements, creating briefs and project plans, supporting clients and the project team, and seeing projects through from concepting to delivery. You will:

- Own the entire project process from concepting through planning, creation, QA, and delivery
- Gather requirements and collate briefs on new projects
- Create estimates, project plans, SOWs, CRs, functional specs, invoices, and all other project documentation
- Track project costs and keep project budgets with weekly and monthly reporting
- Brief and support all members of your project team as they work through your project briefs
- Contribute to agency-wide resource planning
- Contribute constructively to and sometimes lead brainstorming and idea sessions, concepting, and mockups creation for pitch decks as necessary
- Support the ongoing improvement of efficient process that makes life easier for all



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- Liaise with freelancer talent (designers, developers, copywriters, UX designers, etc.) to ensure the quality and timeliness of their work

## SKILLS AND EXPERIENCE

### You must have

- A portfolio of high caliber digital projects delivered for impressive brands
- Demonstrable experience writing essential digital PM documents such as SoWs, Change Requests, Project Plans, Functional Specs, and Creative Briefs
- Online advertising campaign management chops – including the ability to translate media plans into cost estimates and project plans; the ability to manage production of everything from standard formats through to rich media home page takeovers and familiarity with DoubleClick, Sizmek, Celtra, and other ad servers
- A thorough understanding of how technical aspects of digital projects work (such as hosting, environment set-up, database management, and similar so as to ask the right questions, form a project plan, manage developers on projects) and the ability to translate these actions to laymen's terms
- An understanding of the basic capabilities and limitations of design and development software and languages (including but not limited to Photoshop, Illustrator, After Effects, Premiere, Adobe Edge, ActionScript, HTML, HTML5)
- Up-to-date understanding of the qualities and capabilities of all major social media
- An overdeveloped sense of responsibility and attention to detail which would be annoying in some circles but which you've learned to channel for good through digital project management
- A strong awareness of innovative technologies and a willingness to try new things
- An intense desire to impress clients at every opportunity

### We'd also like to see

- Experience with OOH and DOOH campaigns
- Experience with video shoots and production
- Project Management qualifications such as Agile Scrum, PMI, etc.
- Experience with Trello, Harvest, TeamGantt, and other project management tools
- Understanding of social media content creation and what works where across all emerging platforms

## GET IN TOUCH

This is a permanent post starting with 25 days holiday and one 'Duvet Day'. Salary is commensurate upon experience. If you think you've got the skills, talent, and style to be our new Digital Producer, get in touch at [work@thisistommy.com](mailto:work@thisistommy.com). Send your CV and portfolio along with a cover letter/email explaining why you are the best person for the job. Include your salary requirements.



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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 underrepresented backgrounds.

Local applicants legally allowed to work in the UK and able to work in our London office only, please. If you're a recruiter, please don't call us. We'll call you.