

Job Description

Title: Video Producer

Reports to: Client Services Director / Creative Director

Based at: Midlands office (With some opportunity to work at London base)

Background

ST16 specialise in virals that affect what people think, know and do.

We work with discerning brands and organisations that recognise the value of targeted virals. Clients come to us to for award-winning content, researched, created and measured to deliver results.

With bases in London and the Midlands, we now need a producer to develop and deliver a broad range of online content with a strong bias towards viral; to support relationships with a growing range of clients and to push forward with creativity, innovative content and distribution ideas.

This is an important role for the future of ST16 and an excellent opportunity for a producer with sound existing skills, and lots of potential and ideas to really make their mark and have an instrumental role in the future of the company.

Job purpose

The Video Producer will develop and deliver high quality, creative and effective programmes to agreed financial parameters. They will report to both the Creative Director who is responsible for the quality and innovation of output and Client Services Director who oversees client relationships.

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Facsimile
01725 850 105

Key responsibilities and accountabilities

1. Manage a number of projects at once, and deliver quality projects on time and on budget, working with other members of the team and freelance staff.
2. Help develop trusted relationships with key clients, through engagement with the content of projects, interest in their business and sector and through ownership of the way ST16 anticipates, manages and exceeds their expectations in delivery and communications.
3. Help to create and manage budgets to deliver agreed margins and develop projects to increase sales volume and revenue.
4. Take briefs, and explore briefs in a constructive and positive way, and work with the Client Services Director and Creative Director on the development, preparation and delivery of creative proposals and pitches.
5. Help develop new client relationships in order to win business
6. Manage and work effectively with creative and freelance staff
7. Keep clients and ST16 up to date with latest thinking in viral, social media and online distribution and the impact this has on creating effective campaigns
8. As part of the team tweet and blog to build ST16's position as a thought leader in the area of viral film
9. Push for high quality and innovative content and executions that will work for the audience, the client and improve the profile of ST16.
10. Working with Client Services Director and Creative Director, develop and make credential presentations.
11. Regularly report on activity and provide relevant management information as required.

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Specific Job Skills

Track record of success in working closely with clients to deliver creative and effective content and/or campaigns.

Some sound knowledge of production, post-production and distribution techniques to build on.

Existing ability to budget an advantage. The ability to schedule projects, work with client on a number of projects and manage freelance and supplier teams is a given.

Knowledge of distribution via web and other channels and platforms such as mobile; keen interest in the impact of social media on the role of moving image.

Ideally has had experience of putting together creative pitches and proposals working with other employees and freelance resources.

Numerate and therefore able to learn to develop and manage budgets to deliver agreed levels of margin and profitability.

Computer skills

Use of Word, Excel, PowerPoint and Outlook. Understands the web as a research tool and distribution channel. Please note that just being on Facebook is not enough; ideally a critical social media user, who can appreciate its impact on their own work, life and thinking and is interested to apply that understanding further in a creative and commercial context.

Numeracy

Existing ability or potential to understand and manage budgets and forecasts.

Literacy

Must be able to communicate effectively via the written word in proposals, letters, and e-mails. The ability to write clear, concise proposals in plain English would be an asset.

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Communication Skills

A good face-to-face and telephone communicator. Comfortable in a broad range of social environments.

Management Ability

Good people skills are vital. The ability to work with clients and as an effective part of diverse teams of creative and technical people is a key attribute.

This role is central to helping the onward development of the business. Entrepreneurial skills and flair are important attributes.

The role involves a close working relationship with Client Services Director, Creative Director and other members of the team.

Location:

The right person will be based in our Midlands office and work from our London presence typically around once per week.

Salary:

Competitive and based upon experience.

Closing Date For Applications:

The closing date for applications is 5pm on Wednesday 8th February. Job start asap.

How to apply:

Please write to Jeremy Stinton (jeremy@st16.co.uk) explaining why you are the right person for this role and your salary expectations. Please also include a CV.

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