

## Senior Integrated Producer

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Company: Watson Design Group, Inc.

Location: Los Angeles

Category: other-general

### Job description

Watson is looking for an experienced Senior Integrated Producer with an entertainment background.

The ideal candidate is experienced in client management and social content production/project management. (Please note our account managers are hybrid producers - so production experience is crucial.) They are highly organized with strong writing skills and thrive in fast-paced creative environments.

This position will be responsible for running and managing a retainer that involves a major motion picture studio.

### About You

You have a proven track record of developing and running high impact/high- vis campaigns. You are intuitive when it comes to client management and communicating cross functionally across various teams. You know how to discern and handle sensitive information - knowing what to share with whom and when.

You have experience in collaborating with designers, copywriters, and strategists to help define social campaigns from concept through creation. We are looking for a senior leader who is a problem solver, extremely detail-oriented, a highly organized self-starter, who is

hungry to be a part of the team and is comfortable being challenged.

A portfolio, links and campaign samples outlining and your role in the campaign would also be welcomed.

## **Qualifications**

4 + years experience in project management/account management

Can work effectively with multi-disciplinary teams including designers and developers

Experience in digital analytics, disseminating data and applying learnings to maintain the overall health of the campaign

Bachelor's degree in Communication, English, PR, or relevant discipline

Due to the collaborative and senior nature of this role, the right candidate will need to be based in Los Angeles or open to relocating.

## **Core Responsibilities**

You will be responsible for managing and producing a social retainer at the highest level, working closely with our strategists, copywriters, and creative team. We are looking for a candidate who can demonstrate the ability to manage multiple internal stakeholders, and maintain the highest client servicing standards.

## **Production**

Ability to kick off, maintain and close projects quickly and efficiently. Working closely with internal stakeholders to ensure your peers to ensure the campaign is delivered on time and with maximum effectiveness, responsibilities include;

Leading the team through successful executions from start to finish

Define and oversee project scope, as well as internal and external timelines, managing project from start to finish, disseminating information for the team and keeping production moving

Managing internal resources including designers and developers

Collaborating with a team of creatives and mentor junior team members

Communicating to executive team overall health of assigned accounts and projects

Lead weekly meetings with the wider team, providing updates on the status of a title, reviewing the status of production and planning next steps

The ability to drive efficiencies in the production process, so the creative team are able to deliver on time and within budget

Building out detailed production schedules, working with your fellow account managers to ensure there are no bottlenecks on the design floor

Effectively communicate and organize client needs to the assigned team

Communicate with clients on production schedules, working with them to ensure the campaign is executed to the highest possible standards

### **Client Strategy**

Ability to demonstrate exceptional client servicing, building strong relationships with our clients, setting expectations and delivering to the highest standards, responsibilities include:

Assessing client needs and team challenges proactively to create and enable effective internal and external solutions

Maintaining a proactive account management lens, projecting hurdles and effectively crafting solutions to stay ahead

Becoming a trusted advisor to the client while always considering the agency's retention, growth, and expansion within the partnership

### **Social Strategy**

Experience in managing campaigns with a heavy emphasis on all aspects of a social campaign with a deep understanding of social platforms, and best practices, responsibilities include:

Working with the strategy team to build out content calendars informed by both the strategy and production

Keeping a close eye on the channels to see what content is working, what the conversation from fans is

Maintaining a proactive lens as it pertains to social and digital campaign strategy, including staying on top of best practices, trends, product updates, new platform features, specs and any necessary insight-based pivoting

## **Attributes**

Impeccable attention to detail and highly organized

Self-motivated and proactive

A natural leader and personable

Ability to get stuck in and get the job done

Social media campaign experience and knowledge

Excellent communicator; both written and spoken

Able to manage complex social production projects

Responsible and capable of meeting tight deadlines

Enjoy working in a collaborative environment

Passion for quality design and innovation

Confident and able to present / lead team / client meetings

## **About Watson**

Watson is a team of multidisciplinary makers, thinkers, and doers collaborating with some of the top entertainment studios and brands in the world. We create immersive stories, campaigns, and content with a focus on craft and conversation.

For 15 years, we've been dedicated to the details, thoughtful design and copy, and an ongoing search for ideas that spark discussion. We strive to break the conventions of our industry, our tools, and our platforms in order for our work to be more noticed, valued, and discussed.

Our work spans across AV, digital, social, print, experiential, and OOH for brands like A24, Amazon, Disney, FX, Mattel, WB, and more.

Watson is independently-driven, creatively-led, and minority-owned.

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