



## 1. POSITION IDENTIFICATION

<b>Title</b>	Production Manager/Design Support
<b>Reports to</b>	Terry Edeker, President and Chief Creative Officer
<b>Direct Reports</b>	None
<b>Employment Status</b>	Full-Time (M-F 8:30am-4pm, occasional nights and weekends)

## 2. OVERVIEW

We at Pixallure are a collaboration of award-winning strategists, creative directors, designers, writers, promotional and digital marketing experts driven to create memorable brand experiences for our clients. By utilizing our methodology, we link strategy, production and creativity with state-of-the-art audience targeting, enhanced SEO intelligence, and advanced analytics/engineering/construction, to name just a few.

The Production Manager will be an integral member of the team at Pixallure and will manage client relationships under the supervision of the Chief Creative Officer. In addition, they will ensure that office operations run smoothly so that the office can deliver high-quality deliverables to all clients.

## 3. RESPONSIBILITIES

### **Position Summary:**

- Supports the firm in all areas associated with the development and implementation of production budgets
- Manages daily scheduling aspects of creative works
- Work with clients to assist with job information and approvals
- Partner with outside vendors to manage their delivery of project milestones. A planned approach to execute project requirements is essential.
- Oversee all asset creation, management, and distribution for maximum impact and reach of our messages
- The position may require some art/production related duties
- This position may require running some local project-related errands. A reliable automobile is required.

### **Roles and Responsibilities:**

Responsible for the production management of all integrated marketing materials including print, digital, social, broadcast, collateral, promotional/specialty product activities. Must have a understanding of photography, videography, typography, printing, digital marketing. Responsible for working with the creative department to ensure successful completion of each project. Compile quantitative reports to show campaign success rates and opportunities.



**Client, Vendor, and Partner Relations:**

Working closely with the creative department, you'll help to ensure brand and logo consistency with clients. Develop and maintain cohesive and positive relationships with designers, web developers, photographers, videographers, printers, specialty product vendors and others. Cultivate relationships as needed.

**Skills and Abilities:**

Creative skills: Ability to assist the creative department by creating impactful, targeted creative. Experience in Photoshop, Illustrator or InDesign is required.

**Project management proficiency:**

A self-motivated, organized marketer with attention-to-detail will succeed in this position. Prioritization is highly important, along with the ability to successfully manage projects from initiation to completion with a calm demeanor and little oversight. Must also have the ability to multitask and be able to provide assistance with last minute projects when necessary. Respect for deadlines and project budgets are paramount.

**Strong communication skills:**

Strong writing skills that can fluctuate from proof reading to minor editing is a requirement. Professional, friendly and outgoing disposition with a willingness to represent Pixallure at events is desired. Strong interpersonal skills and the ability to work respectfully alongside the internal team, as well as external partners is paramount to success.

**Commitment to Quality:**

Knowledge of AP style is preferred. The ability to self-edit prior to presenting/sharing/publishing work is mandatory. Must hold coworkers, vendors, and partners to the highest standards consistent with Pixallure branding, messaging and mission.

**Industry/Marketing Experience:**

Corporate marketing and/or ad agency experience is required.

**Thought Leadership:**

Willingness to contribute concepts and ideas, along with executional plans, for integration into client's marketing plan, strategic objectives, and budget.

**Organization and Detail Orientation:**

Advanced Project Management and organizational skills and the ability to prioritize and handle multiple tasks concurrently with responsible follow-through and effective communication to internal and external team members is required.

**Commitment to the Pixallure Mission:**

Must be committed to the objectives, goals, and programs of the organization. To be effective in dealing with vendors, sponsors, partners, and athletes we serve, the Production Manager must view their role in the organization as a calling to maintain and enhance Pixallure's reputation and brand through effective and respectful communications and the delivery of quality products and services.



#### 4. **KEY PERFORMANCE OBJECTIVES**

<b>Key Performance Indicator</b>	<b>Description and Timing</b>
Adherence to Deadlines	Deadlines are vitally important in this industry. You must meet all set deadlines. No excuses.
Organization of client files	As we develop relationships with our clients, we create a lot of files. For ease of access these files need to be organized appropriately.
Team Player	You will work under the supervision of the Chief Creative Officer. We welcome the sharing of ideas but are seeking a team player who will follow directions to ensure the client receives what they ask for.

#### 5. **EDUCATION AND EXPERIENCE**

- Ad agency, design firm, corporate or publication experience
- A Bachelor's degree is required. A major in Business, Marketing, Communications, Graphic Design or Advertising is preferred.
- Three (3) years of experience in marketing in a creative capacity, or equivalent combination of education and experience is required.
- High level of proficiency with Microsoft Office. Proficiency with Keynote or similar online presentation tools. Ability to quickly learn new software and technology is mandatory. Experience in Adobe Suite (Photoshop, Illustrator, or InDesign) is required.

#### 6. **COMPENSATION**

Compensation is competitive with a benefits package. All applicants are required to list desired salary when submitting a resume.