

Associate Creative Producer

We are an innovative fast-paced company, on a path to growing our world-class creative services team. You are an executor who can take creative projects from concept to completion while simultaneously managing multiple integrated campaigns and clients - delivering excellent content.

This role requires strong project management skills, content creation expertise as well as a desire to drive content best practices across all marketing channels.

You're an ambitious person who thrives on developing and producing content elements that reflect digital audience development and growth strategies - you work well under deadlines, and utilize judgment, research, write, create and produce; solicit and coordinate deliverables across formats. This position will utilize a mixture of digital storytelling elements including video, audio, text, photography, slideshows, and more. You must bring a creative approach to storytelling, strong writing and organizational skills, and the ability work in a collaborative environment.

You will need to be a master collaborator, negotiator and creative thinker who can collaborate with multidisciplinary teams from ideation to delivery and support any mandate with a world class network of creators and makers.

KEY DUTIES AND RESPONSIBILITIES included in the list below. Other duties may be assigned.

- Manage and implement all aspects of production process for text, video, audio, and other assets from pre-production planning to shooting to editing to publishing
- Understanding of how each marketing channel functions differently -- and how to craft strong content per each
- Gathers appropriate information from Company thought leaders and subject matter experts through interviews, emails, conference calls, and other appropriate modes of communication
- Identifies topics and subject matter experts for news articles, blogs, case studies, white papers, eblasts, speaking opportunities, clinical presentations, and conferences, webinars, and media opportunities to elevate the brand.
- Collaborates with designers, brand owners, sales professionals, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audiences

- Manage and implement all aspects of production process for text, video, audio, and other assets from pre-production planning to shooting to editing to publishing
- Collaborate closely with team to provide inspiration and vision during ideation
- Provide guidance and key considerations to ensure ideas are achievable within the limits of the timeline and budget available
- Collaborate with cross functional team members to manage scopes of work, deliverables and the creative production process
- Manage overall project requirements including creative participation, insurance clearance, adherence to budgets, and delivery
- Facilitate meetings, creative reviews, approval meetings, workshops and post mortems with internal and external partners
- Manage commercial promotional searches and partnerships, including booking artist, influencer and celebrity collaborations
- Anticipate obstacles to mitigate risk with projects & resources; protect the integrity of the process and the quality of the work
- Ensure content adheres to social media strategy and brand guidelines.
- Video production and design skills

REQUIRED PROFESSIONAL COMPETENCIES

- Passion for creative storytelling and interest in digital marketing offerings
- Creative, curious, innovative and proactive across all areas of work
- Able to execute day-to-day needs while maintaining an understanding of overall strategy.
- Must exhibit ownership of assigned workload while taking full responsibility for related workflow and deliverables.
- Expert problem solver with can-do attitude
- Thrive in fast-paced environment

EDUCATION AND EXPERIENCE

- B.S. or B.A. in Marketing, Journalism, Communications, or similar discipline
- 3-5 years of proven success in the creative/content space
- Strong understanding of video and creative best practices
- High degree of creative thinking, successful collaborator with practiced interpersonal skills
- Organized project manager able to juggle multiple priorities in a fast-paced start-up environment
- Creative, curious, innovative and proactive across all areas of work

SUPERVISORY RESPONSIBILITIES

This position may require some supervisory roles over contractors, vendors and any junior members.

OFFICE EXPECTATIONS

This position is not remote and the expectation is that you will work from the Chicago office.

TRAVEL REQUIREMENTS

This position may require light travel to local and non local clients.

ADDITIONAL INFORMATION

SoMe Connect is a leader in the field of digital marketing with clients spanning from Fortune 100 brands to storied local companies. The SoMe team focuses on cultivating one-to-one conversations with each client's audience in order to drive website traffic and brand awareness. Executing against each client's customized strategic plan, SoMe builds communities of active, engaged fans who serve as passionate brand advocates.