

PULLSPARK

Senior Creative Producer

Reports to: Director of Creative Services

Salary Range: \$90,000–100,000 per year

Summary

The purpose of the Senior Creative Producer is to lead the advancement of creative work for events and videos. The Senior Creative Producer will think creatively and lead the execution of creative elements as it pertains to production and events. They are a key player on the team, and responsible for elevating the creative space when it comes to all client needs. With a commitment to excellence for every client, they will continually work to elevate their skills to best enhance the creative in PullSpark's videos. The Senior Creative Producer must be highly imaginative and an effective manager of creative talent, balancing the concerns and needs of many people while delivering on a great product.

Role Description

- To master himself or herself in the art of storytelling using the PullSpark methodology
- 20-30% Travel

Creative Concepting

- To lead the advancement of Creative Deliverables
- Collaborate with Account Directors, and PullSpark Creative Directors to develop creative elements for events that are supported by excellent and flawless production
- To collaborate as needed with show specific Production Directors to ensure that the creative deliverables are right and excellent for events and video
- Responsible for specific creative elements for different pods as needed
- Building contractor and client relationships and overseeing creative event execution onsite
- Oversee and develop key contractors
- Attend select client meetings and strategize on creative approach
- Pitch concepts and ideas to clients alongside the Account Directors
- Translate event objectives from clients into clear creative strategies
- Produce fresh, innovative work that translates complex ideas into compelling event experiences for visually sophisticated audiences
- Communicate production design ramifications, export settings, and creative vision for event production to the Creative Services Team
- To master prompt creation, utilizing current and emerging tools in AI

Creative Development

- Execution of the following per the PullSpark Storytelling Methodology:
 - Event videos
 - Openers
 - Event look and feel

- Set design
- Run of show
- Give creative production direction to the team for any video elements related to events and work in collaboration to create film concepts for events
- Work with the team to ensure all deadlines are being met according to the timeline for all needed deliverables

Events

- Ensure all video and performance deliverables are correctly created for the set design
- Ensure all hosting content follows the overall creative
- Ensure that content is the most excellent creative product and accomplishes the client's vision
- Represent PullSpark on set and at events

Post Production

- Review screenings and ensure they follow the storytelling methodology
- Review screenings and ensure they follow the brand guidelines and content that was pitched to client
- Review client feedback and advise on best approach for refinements
- Work with an editor and/or animator to complete the project by helping to select music, hire voiceover talent, work with graphic designers, etc.

Required Experience, Education, Demonstrated Skills, and Abilities

- Bachelor's degree (BA or BS) required
- 4–5 years of agency experience or like experience
- Strong verbal and written communication skills
- Ability to effectively collaborate with different people and work styles
- Budget management
- Google Sheets expertise
- Live event production and/or professional film set experience
- Brand experience
- Visual portfolio (projects and role, work samples)
 - Show 3–5 deliverables for a live event experience (one must be video)
- Creative leadership—previously managed a team of people
- Successfully utilized a project management software (IE. Monday, Slack, Basecamp, etc.)

Key Attributes

- Ability to manage several projects going on at the same time
- A strong commitment to meeting timelines and deadlines
- Flexible with a positive attitude
- A commitment to staying until the work is done
- A commitment to treating PullSpark's clients and the PullSpark team with the utmost honor

