

JOB TITLE: Writer/Producer

DATE: 8/5/2011

DEPARTMENT: Creative

SUPERVISOR: Partner/Creative Director

GENERAL DESCRIPTION:

This position is responsible for the creative development, writing, and production of radio spots, TV spots, and videos. To accomplish these tasks, this position works internally with members of the creative team and with and at the direction of Creative Director, and externally with our vendors, who provide talent, filming, video editing and audio production.

DUTIES:

Write scripts for a variety of television, radio, and multi-media advertisements for our clients.

Develop and produce audio/visual materials, including but not limited to radio spots, television spots, videos and multi-media presentations. This includes all aspects of production, including but not limited to: creative development, budget preparation; audio and video production, direction and post production; talent selection, music & graphics direction, purchase order writing and dub orders. Monitor quality and budgets on all projects.

Serve on creative teams for campaigns and individual projects.

Manage personal workflow and billable time.

JOB REQUIREMENTS:

FORMAL TRAINING & EDUCATION: Formal training or education in advertising copywriting and broadcast production. Relevant experience may be substituted.

EQUIPMENT/MACHINES USED: Mac computer, automobile (must have a valid driver's license).

CONTACTS: Clients, vendors and Redstone staff.

WORKING CONDITIONS: Normal.

SUPERVISION: This position reports to the Creative Director

EXPERIENCE NEEDED: At least three years in writing, broadcast production, or related field.

JOB KNOWLEDGE NEEDED – PROCEDURES & PRACTICES

Redstone Principles.

Basic operation of Mac

Software: Microsoft Word required; Final Cut Pro helpful

Internal traffic and billing systems.

Writing styles for various broadcast media.

Talent available in the immediate area.

Film, video, audio, and post-production processes.

RESPONSIBILITY & JUDGMENT – DECISIONS MADE, MOST DIFFICULT TASK

Decisions made on-site directing and editing of camera shots, scripts.

Talent selection, music selection, vendor selection.

Copy and style to meet the function of the ad or advertising campaign.

Most difficult task:

Developing sensitivity to scenarios with different approaches.

Developing fresh creative for sales promotions on a regular/weekly basis.