



Producer

LET US INTRODUCE OURSELVES..

Based in London (or within commutable distance) with a presence in Los Angeles, ICHI is a creative agency that produces standout marketing campaigns for some of the world's biggest, most loved brands. From big ideas to brand-defining creative, we make work that works.

Over here at ICHI HQ, we believe strongly in the potency of strategically formed ideas. Great creative is always focused, feels effortless, and doesn't happen by accident. Regardless of project size, our natural approach is to reach for the big idea; the one constant that runs through everything we create. A core team of invested individuals, working from pitch to completion, drives our success.

We aim high, dig deep and don't hold back: this is fundamental to our culture and has led to award-winning work and lasting client relationships.

TO GIVE YOU A FLAVOUR

The role of the Producer is key in supporting the Production Department to lead and grow the business, through high-quality creative execution and outstanding customer service, both of which contribute to repeat client work.

As part of the ICHI team, you will be one of the main points of contact for clients, producing and delivering creative campaigns that meet our client's expectations at every level, as well as delivering on time and on budget. Within this role, there will be a strong emphasis on planning and scheduling the workflow of multiple assets through the studio, ensuring that all creatives and editors are clear on what they should be working on and achieving each day, and that the assets are delivered on-time and on-budget to our clients.

The Producer understands and supports clients with the strategic vision and assists in translating those into actionable creative briefings. Working within the



Production Department, your focus will be to deliver on those creative briefings with wonderful assets that get to the core of the needs of our clients.

In the beginning, the lion's share of this work will be on one of our largest global gaming accounts across multiple projects, with a view to also developing this experience across multiple clients and opportunities across the agency.

With the ICHI company model being highly collaborative and teamwork-driven, you will experience a range of responsibilities including assisting with improving ICHI's own Marketing and PR and supporting New Business with pitch management as well.

THE NUTS AND BOLTS

TOPLINE

- Drive commercial growth of all repeat business thereby supporting company revenue targets
- Building strong client relationships at the highest level, being a trusted voice
- Develop a keen eye for detail throughout all areas of work and when providing quality assurance for client-facing assets
- Oversee and manage the execution of both production and post-production workflows at ICHI, across multiple time zones, with an emphasis on project management and asset delivery

WORKLOAD / TEAM MANAGEMENT

- Actively participate in the weekly production meeting, reporting on project(s) status and workload.
- Manage ICHI's projects and pitches in the scheduling system to help identify busy periods and pencilling cover with freelancers where required.
- Source, interview and book freelance staff as required to work on projects within the creative, edit, vfx, shoot, or production teams, based on assigned budget. Also, build relationships with these people so that they can be



called on in busy periods. Manage freelancers effectively whilst here and arrange timesheets.

- Ensure all freelance & supplier information is inputted into the project management system & is up to date.
- Ensure job folders are set up correctly, and that all work/assets are being saved in the correct places to ensure a smooth flow of information and work throughout any project.
- Work with and help train junior members of staff, including delegating appropriate project-based tasks and checking in/overseeing them on a daily basis.
- Foster a productive and empowering working environment.

PROJECT MANAGEMENT / PRODUCTION

- Attend client briefing meetings to collate notes and ensure the team are fully briefed on the requirements.
- Effectively produce from start to delivery each assigned project including budget and schedule creation and management, cost control and projections, using the internal scheduling system.
- Ensure all projects adhere to the agreed workflow with the client and help educate the client on the ICHI process before issues arise.
- Assist in the proposal process for repeat business pitches, including writing portions of the proposal, pricing or review of the proposal.
- Work together with the lead Creatives throughout each project, ensuring client and creative expectations are met, and the project is delivered both on time and on budget.
- Identifying and sourcing stock and licensed music, imagery and footage based on creative and client briefs within the assigned budget.
- Proofread / QC assets as required, to help ensure any mistakes and technical issues are eliminated before delivery and high standards of work are being met.
- Review all decks to ensure they answer the client brief and provide feedback to the creative team on areas for improvement (if required).
- Abide by all governing and clearance body rules and regulations, ensuring all assets are delivered at required specs with required clearance (such as Clearcast or BBFC) and abide by all rules upon final delivery.



- Traffic assets as required per project and liaising with trafficking companies on deadlines and rates.
- Archive jobs after project delivery (working with Creatives and Account Directors/Managers to ensure all required assets on ICHI/client side are saved).
- Liaise with Account Directors/Managers to ensure all PO's are received and payments are made by clients on dates required to ensure effective project cash flow, and ensure all extras are signed off by client before charges are incurred by ICHI.
- Provide accounts with cash flow projections, and advise on any payment terms (client or supplier) falling outside of ICHI's standard terms that may affect this.

THE IDEAL PERSON

- 3+ years of working in an agency/production environment in production role, with an emphasis on either video asset management or post-production management
- Experience working within entertainment brands or gaming brands an added advantage
- Has an in-depth knowledge of post-production work-flows, with an emphasis on social assets
- Demonstrate strong soft skills - excellent communication skills, collaborative problem solving attitude, and a track record of building good team and client relationships
- Flexible, adaptable to change - especially in relation to working across multiple time-zones
- Comfortable interacting with senior level clients and team members
- Right to work in the UK
- Knowledge of Office suite/ general computer efficiency

WHAT DO YOU GET

- Competitive salary based-on-experience
- Commission based incentive scheme
- Company pension scheme
- BUPA Healthcare



- Income Protection Cover
- Life Assurance
- Employee Assistance Programme (EAP)
- Team social events
- Summer hours
- Training
- Friendly working environment
- And much, much more.

SUBMISSION

- **1st Round:** Email submission to jobs@ichi-worldwide.com
- **2nd Round:** Video call with line manager
- **3rd Round:** Video call with line manager and another member of the Client Services Team
- **4th Round:** Face to face with Client Services Director, ECD, Head of Production and Studio Head