

# Producer - Director

London



## ABOUT ZINC COMMUNICATE

Zinc Media Group is the UK's leading integrated content creation company dedicated to the development and production of premium content for global broadcasters and commercial film and audio for brands and corporate clients.

The group's commercial content creation unit, Zinc Communicate, specialises in the creation of branded content (including digital film, social video and advertiser funded television), podcasts, radio and corporate films. Recently Zinc have produced social-first films for Lego and Red Bull (the latter nominated for an Emmy Award), podcasts for London Pride and Universal Music Group and a Sky Arts TV show for Adobe, the creative software company and channel's first ever ad-funded show.

## JOB SUMMARY

The Producer/Director will be responsible for the creation of corporate video content for a variety of large-scale blue-chip organisations, SMEs, international businesses, and associations, taking ownership of the production and creative process from initial client briefing through to delivery of the final films.

The successful candidate will report to the Director of Video Marketing and will be working closely with an in-house Creative Director and Head of Production.

This is currently a freelance position.

**Role reports into: Director of Video Marketing**

## KEY RESPONSIBILITIES

- To take ownership of the production of short form corporate video from initial client briefing through to delivery of the final films. This includes (but is not limited to) hosting pre-production meetings, creative proposal development, script writing, shoot planning, edit briefing and producing, and slick client management
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- To curate, create, and deliver premium brand / corporate content which accurately reflects key client messaging, working to the highest possible production values
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- To identify and select compelling content themes and topics from the client brief in a way which demonstrates strong editorial judgement and to subsequently translate this into a story treatment for client sign off and strong user engagement
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- To work seamlessly with the Head of Production to ensure every aspect of the production process is carefully planned so that shooting and editing schedules ensure maximum productivity and films are delivered on time and on budget
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- To maintain strong communication to keeps multiple clients updated of progress throughout the production process

## EXPERIENCE

The ideal candidate will have:

- A proven track record of producing and directing corporate films and/or branded content
- Accomplished script writer across varied genres
- Keen sense of narrative, with a nose for a good story
- Solid research skills, and journalistic rigour
- Arresting visual style – know how to direct to drive the narrative, with high production values
- Experienced at directing presenters and other talent
- Accomplished interviewer, with an ability to draw the best narratives out of an eclectic mix of contributors, of all levels of experience. Sometimes in pressured and testing environments.
- Stand out producing experience – a great organiser, with an ability to cope with multiple films and clients
- Skilled edit producer across a wide variety of films against tight timelines
- Track record of self-shooting across a range of the latest cameras
- Knowledge of budgets
- Solid client handling experience, from brief to final delivery

About you:

- You have the resilience and stamina to sustain top performance, while retaining great team collaboration and a good sense of humour when under pressure
- You have proven qualities of adaptability and flexibility in coping with a changing brief and ability to prioritise and exercise excellent editorial judgement as circumstances change
- You have strong commercial awareness and business acumen with the ability to understand or quickly get to grip with key industry issues across a broad array of industry verticals.
- As well as strong interpersonal and communication skills to cement great working relationships with client, contributors, and co-workers.
- You are willing to travel and shoot internationally

## BENEFITS & PERKS

- Employee Assistance Programme & free wellbeing app

## APPLICANTS

Applicants should send their CV to [Elizabeth.Fisher-Robins@ZincMedia.com](mailto:Elizabeth.Fisher-Robins@ZincMedia.com)

Zinc Media Plc is an equal opportunities employer and applicants from diverse backgrounds are encouraged to apply.