

BOOMERANG UK

MIDWEIGHT SOCIAL PRODUCER - EE

About Boomerang 🏹

Boomerang is a **socially native, creative agency**.

Let's just stop here for a minute and talk about that: what do we mean exactly by socially native?

No channel wields more influence than social. In our society, it is the undisputed cultural engine; it revolutionises entire industries, brings in societal change, and serves as the lifeblood of legacy media. Yet, there is a contradiction - it's still the bottom line on a deliverables list that comes after the TVC & OOH assets.

Boomerang changes all that. Our head office is in Amsterdam with more than 270 staff, and in 2023, we set-up a new office in London. The UK is a small team (<20), but we are growing fast. Social by nature, we exist at the nexus of creativity, technology, and culture and help our clients make the shift from traditional digital creative to modern social-first content.

We make work that is truly influential, changing minds and shifting behaviour through authentically connecting with our audience's everyday conversations. It's not only about tapping into news or tomorrow's conversation, but it's also about making ideas culturally insightful and highly relevant, creating contemporary content that proves brands understand how modern audiences consume and interact with social platforms.

Who we're looking for 👁️

We're looking for an enthusiastic **midweight Social Producer** to join our team as part of the Social Pod for EE. The Social Pod is a bespoke team created specifically to serve the needs of EE (formerly BT EE). Born from many parts of the Publicis Groupe UK network, we work as one team to support the client's needs for all things social. The team (consisting of Boomerang and Saatchi & Saatchi) works within the same building in Chancery Lane, London, and has a collaborative, fluid way of working to provide EE with a fully cohesive approach to social content that can be accessed by all marketing leads and agency briefs.

Sounds like a lot, right? Well, it's busy; we're across everything: integrated ATL campaign briefs, social-first activations, social production, and short-term content, creator-led and reactive always-on.

This role works across 'Always-on', Social First and Campaign content ideation & production working alongside a larger creative and production department comprising creative teams (art & copy), strategist, designers, content creators and client service ensuring we're able to cover all of EE's social needs.

The role in a nutshell 🗨️

Ensure seamless social creation and production, from creative brief to live, including budget management and stakeholder collaboration for all projects, no matter how large or small. A problem solver, you'll need to be comfortable client facing, briefing creatives, and managing production. You will manage your worn projects supported by close relationships with the wider production and client service team and the rest of the business.

Key Responsibilities ✨

- Manage social projects ensuring seamless collaboration and high-quality output.
- Support Social pod resourcing, working with the entire team to prioritise projects and needs.
- Ensure that the right priorities are given to your projects in consultation with the wider team.
- Manage budgets for creators and influencers.
- Stay up-to-date with current trends and happenings, especially on TikTok and Instagram, to ensure our content is engaging and relevant.
- Oversee multiple projects in all phases, from briefing to delivery.
- Manage reviews and presentations.

Key skills 🧰

- Social Media Expertise: Passionate about creating platform-specific content.
- Experience: Several years in an advertising agency or production environment with proven social experience.
- Social savvy: Knowledge about all social channels, on top of the trends and platform native creativity.
- Multitasking: Thrives in a fast-paced environment, managing multiple projects efficiently.
- Operational Skills: Skilled in managing content calendars and optimising workflows.

- Budget Management: You have experience in managing budgets preferably for creators and influencers.
- Collaboration: Excellent teamwork skills with diverse creative teams.
- Strategic Thinking: Aligns content production with brand goals and audience engagement.
- Adaptability: Flexible to changing priorities and trends.
- Communication: Strong written and verbal communication skills.

Why Boomerang? 🤔

If you're reading this job spec and unsure if it's the right role for you, then a final thought before you go. This is an unusual role as it operates across multiple agencies. At its heart, you have the benefit of joining a small, agile team of like-minded, creative people who get out of bed every day with a clear goal to create great work. But, we also get to play outside of our social remit and work alongside ATL to ensure we can truly integrate social into all marketing comms across the entire customer journey.