

# PRODIGIOUS.

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## JOB DESCRIPTION

Position: Senior New Business Manager (Production)

Department: Client Services

Date: September 2024

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Prodigious London is an award-winning production studio, part of a globally connected company with 4500 production experts across 40 countries worldwide. We are proud makers and we make amazing stuff – from CG animation to DOOH, to print and live action TVCs. We work closely and collaboratively with our agency partners (Saatchi & Saatchi, Leo Burnett, Publicis-London) and our direct clients.

Our mission is to deliver excellence in craft with innovative problem solving at our core.

‘We make ideas happen’ and we do this whilst caring relentlessly about our work, people and future.

We care about our work: craft, creativity, ambition

We care about our people: support, trust, playfulness

We care about our future: innovation, growth, sustainability

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### Role Overview

Reporting to the Director of Client Services, the Senior New Business Manager will be instrumental in generating new business opportunities across our network. You will be responsible for identifying prospects, managing RFI responses, coordinating processes and logistics, creating compelling case studies, and organizing impactful chemistry meetings. This role requires collaboration across the entire Publicis agency network to ensure successful pitch outcomes.

With our focus on integration, there will be opportunities to collaborate with agencies across the UK and on a global level. Therefore, this position is ideal for someone who thrives in a collaborative environment with an open and adaptive working style.

### Key Responsibilities:

- Driving growth initiatives for the Publicis Production UK Network
- Leading and supporting new business pitches

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- Developing and managing case studies
- Fostering collaboration and connection among all relevant stakeholders

## **New Business Development:**

- Serve as a key point of contact for new business support within the UK Publicis Production network.
- Take a central role in prospecting, including developing target lists, crafting pursuit strategies, and executing them effectively.
- Oversee the RFI, RFP, and pitch process, ensuring efficiency and smooth operations.
- Support integrated RFI and pitch initiatives across the network.
- Maintain and manage the New Business library, ensuring easy access to key documents such as RFI submissions, pitch decks, and case studies.
- Manage and curate the case study library, working with the new business team and local market agencies to identify, create, and store new case studies.
- Collaborate with the new business team to develop credentials decks for client meetings, leadership presentations, and ad hoc requests.

## **Areas of Focus:**

- Maintain a comprehensive understanding of all new business opportunities, including briefs, credentials, chemistry meetings, and RFIs, and actively drive these initiatives forward.
- Stay informed on emerging trends and developments both within and outside of Publicis Groupe, continuously refining our processes and ways of working.
- Ensure adherence to best practices and timelines, providing support and guidance to teams as needed.
- Lead the development and management of a best-in-class case study library and supporting materials.

## **Candidate Profile:**

- Several years of experience in the industry (experience with creative agencies or intermediaries is preferred; network agency experience is advantageous but not required).
- Strong communication skills with the ability to engage effectively with multiple stakeholders globally.
- A proactive and accountable individual who takes ownership of tasks and drives internal engagement to promote new business initiatives within the agency.
- A confident self-starter with a positive attitude and the ability to thrive under pressure.
- Strong organizational skills with the ability to manage workload, deadlines, and priorities independently.
- A passionate and energetic team player, always looking for ways to improve processes and collaborate more effectively.
- A detail-oriented approach to ensure high-quality deliverables that reflect well on the team and agency.

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- Comfortable working with senior-level stakeholders and able to navigate complex environments with confidence.