

# PRODIGIOUS.

L O N D O N

## JOB DESCRIPTION

**Position:** Content Creator - Social Shooter / Editor

**Department:** PDQ

**Date:** June 2024

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Prodigious London is an award-winning production studio, part of the global Publicis Groupe, with 3500 production experts across 40 countries worldwide. We are proud makers and we make amazing stuff – from CG animation to DOOH, to social content and live action TVCs. We work closely and collaboratively with our agency partners 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

PDQ is Prodigious' social-first, content-driven production division – made up of self shooter directors, producers and content makers - creating impactful, agile, topical, reactive work.

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### About the role

This role is an exciting opportunity within PDQ to exclusively create online and social content for Publicis' social first agency, Boomerang UK.

### **Who are Boomerang UK?**

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.*

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*Boomerang changes all that. Their head office is in Amsterdam with more than 270 staff, and in 2023, a new office was set up in London. The UK is a small team (<15), but they're growing fast. Social by nature, they exist at the nexus of creativity, technology, and culture and help clients make the shift from traditional digital creative to modern social-first content.*

*Boomerang make work that is truly influential, changing minds and shifting behaviour through authentically connecting with audiences' 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.*

## **The approach**

We're looking for a **Social Shooter/Editor** to join Prodigious creating work exclusively for Boomerang. The main duties will be making work for the EE Social Pod, as well as work for other Boomerang clients.

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 EE team (consisting of Boomerang, Saatchi & Saatchi, and Digitas) 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.

This role leads social film content creation for Boomerang. You'll have the ability to execute projects in the most innovative and creative way from brief to delivery including shooting, editing, motion graphics and (lite) sound mixing. You will need to be confident setting up your shoots including lighting, sound and everything in between. But you will not be doing this alone - you will work alongside a larger creative and production department of approx 18 people, comprising client service (Business leads, Account Directors, Account Manager and Social Producer), Creative Teams (Art & Copy), Strategists and Designers ensuring we're able to cover all of EE's social needs.

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 but, you will never be bored and you get to shoot at some great events and co-branded occasions such as The Baftas, Glastonbury and England, Scotland and Welsh Football.

## **The role in a nutshell**

- Be a first-class, social-first creator maker & editor.
- Demonstrate an in-depth knowledge of social content.
- Collaborate with creatives and client service to translate design concepts and storyboards to create high-end films and edits with short turnaround.

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- Be able to work at pace and possess a contemporary stylistic flair that can flex to all types of filmed social content.
- Collaborate with other creatives and producers on influencer created content; either shooting or enhancing the work that they have supplied in post production.
- Feel comfortable managing multiple projects at the same time.

## Key skills

- At least 2-3 years' experience in an social agency or film production environment working as either a self-shooting director/editor or a film/motion editor who has shooting expertise.
- Be a proficient, stylistic, and confident hands-on social creator.
- Confident with creative freedom and autonomy.
- Knowledge of social content production across all platforms with an excellent understanding of current trends & best practice.

## Primary

- Be well versed and experienced with Adobe CC, especially Premiere Pro. After Effects and Photoshop experience is also ideal.
- Understand what makes the audience engage and stay on top of social trends.
- Can work under pressure with the ability to communicate well.
- Experience of handling clients and multiple projects simultaneously.
- Ability to prioritise and self-manage your time.
- Strong attention to detail and quality control.
- An ability to travel for shoots.

## Secondary

- Working with APA crew, having a strong knowledge of the crew set up onset to be able to flex where needed.
- Comfortable shooting on a variety of formats – primarily on camera phone & DSLR, but also on cameras such as (but not exclusively) Sony FX3, Canon R5 and R3D Dragon.
- Comfortable directing non-actor talent where needed.

## Why me?

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 and digital agencies to ensure we can truly integrate social into all marketing comms across the entire customer journey.

This role will suit someone who loves to be involved in multiple projects happening simultaneously, not managing everything themselves - this would be far too much - but being part of a wider team that shares and collaborates, so you have 360° visibility across all client comms.

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It's a fast paced environment that will stretch your social marketing skills, but also place you at the zeitgeist of social creativity and gives you a book full of awesome work.

You get to work with some super lovely people, in a lovely office (with a gym), get paid money, and get a 20% discount in the local pub; all the essentials covered!

If this sounds like something you want to learn more about, then get in touch, say 'hello,' and let us know what you can bring to the team.

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Diversity and inclusion is a core part of who we are at Prodigious London. We're committed to building an inclusive culture that encourages, celebrates and supports our wonderfully diverse employee group – whatever their age, gender identity, race, sexual orientation, physical or mental ability or ethnicity. Diversity and inclusion doesn't just fuel our creativity and innovation, it brings us closer to our people and audiences. We will continue to strive to create a culture and environment where everyone feels empowered and more importantly comfortable enough to bring their full, authentic selves to work. We are committed to providing reasonable adjustments for employees with disabilities and for candidates in our application process. If you need assistance or adjustment due to a disability, please contact us.