



We Get Family

Job Description

Job Title: Senior Writer/Producer
Reports to: SVP, Creative Services
Location: Atlanta
FLSA Status: Exempt

Summary

Responsible for writing and editing scripts, assembling talent and production resources for, and leading the production and post-production editing of, assigned on-air promotions or television programs for television or digital media platforms. Must be able to edit and create on-air or digital promotions that maximize appeal of programming to viewers.

Essential Duties and Responsibilities

- Provide creative direction and help oversee promo work of editors, promo producers and freelance creative help.
- Conceive, write, produce and edit breakthrough on-air promotional spots, launch campaigns, marketing sales tapes and on-going episodic on-air promotions as assigned.
- Comprehend and execute against creative briefs, including research, revisions and creative problem solving.
- Work with internal partners to create promo templates and develop new campaigns and promo initiatives.
- Initiate new promo ventures and interstitial branding elements.
- Collaborate with internal partners in the development, production and approval of products.
- Manage, schedule and select resources (photographers, designers, editors, edit suites, etc.)
- Research and locate or shoot appropriate video for projects; select and direct talent when necessary.
- Work with traffic and broadcast operations to get product on air or distributed to external partners; insure correct promos are running.
- Track creative output to keep promos up to date.
- Represent department in dealing with UP/Aspire partners.

Education/Experience

- Bachelor's degree in Communications, Broadcasting or related field.
- 7 years with cable, network, local television station, ad agency, syndication company or other applicable industry related experience.
- Writing and communication skill, advanced production expertise, and a thorough understanding of network marketing branding goals.
- In depth understanding of fundamental commercial production principles.



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- Exceptional creative problem solving skills and resourcefulness.
- Able to handle multiple projects involving cross functional teams in an efficient manner.
- In depth knowledge and understanding of the capabilities of latest editing and graphic design products and platforms.
- Ability to write and edit strong, clear and imaginative copy.
- Ability to oversee shoots, including scheduling, talent directing and production companies.
- Understand and consistently apply UP/Aspire brand and creative guidelines.
- Understand and consistently apply fundamentals of effective project management and customer service.
- Ability to develop creative and imaginative visual concepts for video/broadcast.
- Ability to effectively present concepts and thoughts to others.
- Ability to manage multiple projects, involving cross-functional teams, in an efficient manner.
- Fundamental and functional communication skills (verbal, written, and listening) to facilitate projects (presentations or creative justification, updates, timelines, budget).

Computer Skills

To perform this job successfully, an individual should have advanced proficiency in Microsoft Office Suite (Word, Excel and PowerPoint). Non-linear software editing skills in "Avid Media Composer or Adobe Premiere" preferred.

Supervisory Responsibilities

This job currently has no direct reports.

Application Process

To apply, submit your resume to Human Resources at <https://app.trinethire.com/companies/183-uptv/jobs/5275-senior-writer-producer>.

For information on our company, visit www.uptv.com