



## Job Description

**Job Title:** Associate Producer  
**Reports to:** Senior Creative Manager  
**Location:** Atlanta, GA  
**FLSA Status:** Exempt

### SUMMARY

The Associate Producer is a hybrid production and creative support role that contributes to the production, trafficking, and archiving of promotional media across numerous platforms including Broadcast, Streaming, and Social.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assist in the QC and delivery of linear and digital promos, graphic elements, and other content
- Produce billboards for Ad Sales, create revised versions of existing spots, pull clips for outside contractors and agencies, etc. under the supervision of UP Entertainment creative leads (Writer-Producers, Art Directors, etc.).
- Provide operational support by maintaining promotional house number grids/databases, graphic inventories, etc.
- Pitch, develop, and edit Proofs of Concept for evergreen promotional content that repurposes current UP Entertainment IP.
- Create and maintain available promotional inventory (promos & mpks) for scheduling.
- Generate promotional grid/database for UPFF and other brand creative inventory.
- Maintain the media management/backup process for all promotional elements and projects.
- Provide Vimeo links to content when requested by other departments.
- Execute migration of media to new backup servers and assist in ongoing maintenance.
- Assist in footage archival support/media management (includes shoot footage, masters, and sub-masters).
- Assist in coding department invoices and expense reports.
- Generate and distribute design schedules and “time spent” reports weekly.
- Compile media and deliver drives for external producers and editors.
- Deliver final master files for broadcast, digital, and other platforms as needed.



## **EDUCATION/EXPERIENCE**

- Bachelor's degree or equivalent years of experience (at least 1-2 years in television, studio, and/or creative agency.) Preferred Bachelor's Degree: Art, Broadcast, Communications, Film, Graphic Design or Journalism.
- Production assistance or other support role in a commercial production, post-production, broadcast or social media content environment.
- Excellent communication and customer service skills – both written and verbal, with high attention to detail, and meticulous organizational skills.
- A demo reel that showcases editing, writing, and/or other creative and production skills is a plus.

## **TECHNICAL SKILLS**

- Working knowledge of Adobe Creative Suite, especially Premiere.
- Proficiency in Microsoft Office applications, especially PowerPoint and Excel.

## **INTERPERSONAL SKILLS**

- Willingness to reach out to others to learn and incorporate feedback from producers, partners, and other mentors.
- Demonstrated ability to work effectively and autonomously with minimal guidance from producers, internal clients/partners, and other staff.
- Motivation and readiness to collaborate, take on new challenges and bring creative ideas to the table.
- High level of critical thinking in the balancing of multiple priorities, as well as a demonstrated ability to adapt and pivot based on shifting project deadlines and requests.

## **CERTIFICATIONS**

This job currently has no certification requirements.

## **SUPERVISORY RESPONSIBILITIES**

This job currently has no direct reports.

## **OTHER**

- This is a hybrid job role, with a combination of telecommuting workdays and in-office workdays.
- The Company has a policy that requires employees who enter our offices to be fully vaccinated against COVID-19. Our policy is subject to and complies with applicable law.



**We are an Equal Opportunity Employer.** We are committed to equal-employment principles and comply with all applicable federal, state, and local equal employment opportunity laws and regulations. The terms and conditions of the application process and employment relationship are to be non-discriminatory—without regard to age, race, color, national origin, gender (including pregnancy, childbirth or a medical condition related to pregnancy or childbirth), gender identity or expression, religion, physical or mental disability, medical condition, legally protected genetic information, marital status, veteran status, military status, sexual orientation or any other protected category or class that may be applicable to you in the jurisdiction where you are employed. Moreover, in accordance with federal and applicable state and local law, we provide reasonable accommodations for applicants and employees' sincerely held religious beliefs, practices, or observances that conflict with work requirements and for applicants and employees with known disabilities provided that such individuals are qualified to perform the essential functions of the job, with or without accommodation, and provided that any accommodations would not impose an undue hardship on the company or introduce a direct threat to the health and safety of the worksite employee with a disability or others. Any applicant or employee who requires a reasonable accommodation during the application process or to perform the essential functions of the job should contact a company manager, a company officer, or TriNet to request such an accommodation.

## **TO APPLY**

Submit your application and resume online at: <https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/77151-associate-producer>

For more information, visit [www.uptv.com](http://www.uptv.com)