

# Experienced Digital Producer - freelance or permanent

Job Description - July 2011

## The Role:

Que Pasa and Go Crowd are looking for an exceptional Digital Producer to lead the digital content and social media strategy of three of their biggest clients, with the chance to work on new accounts in the future.

## Responsibilities:

- Day-to-day point of client contact
- Maintaining Facebook, Twitter and other social / digital channels
- Digital content creation / copywriting (for social, web, mobile as appropriate)
- Community management / reputation management
- Management of third-party suppliers and developers (e.g. designers and application developers)
- Scoping and specification development for social apps and channels
- Working with other stakeholders in the business to develop consumer engagement strategies across social media and branded content
- Project leadership (delivery on time and on budget; adherence to agreed KPIs)
- Promoting best social practice and up-to-date learnings within the business
- Ensuring the utmost quality in our creative / content work.

## Skills and Qualifications:

We are looking for someone with at least 3-5 years' experience working in an online environment within an advertising / marketing / digital agency, or a media owner.

The ideal candidate will:

- Be personable and able to build strong long-term relationships with clients
- Be a social media evangelist
- Be experienced in using Facebook and Twitter from a business-to-consumer perspective
- Be experienced in using a range of content management systems
- Have a basic level of HTML coding skill
- Have a high level of image editing proficiency, using programmes such as Adobe Photoshop
- Have a working knowledge of video production and editing skills
- Be able to work across a range of projects at any given time and prioritise the workload accordingly
- Have a sound knowledge of online compliance regulations (e.g. ASA/CAP code)
- Have experience of working directly with high profile clients
- Be able to communicate with senior managers in an engaging way.

This is a great opportunity for an experienced, talented producer to join an exceptional company.

## Background – Que Pasa and Go Crowd:

Que Pasa has earned an impressive reputation for developing innovative and engaging multi-platform branded content projects across online, social, mobile and video channels. It has delivered projects for major UK consumer and media brands.

In June 2011, Que Pasa announced the formation of a new company, Go Crowd – a joint venture with research / strategy agency Crowd DNA.

Based in Shoreditch, East London, alongside the existing Que Pasa and Crowd DNA teams, Go Crowd will specialise in socially-driven content work underpinned by deep audience insight.

For more information go to - [www.que-pasa.co.uk](http://www.que-pasa.co.uk) [www.crowddna.com](http://www.crowddna.com)

