



PRODUCTION MANAGER

Job Description

1 of 2

Central States Marketing (CSM) is a dynamic and innovative advertising agency that specializes in creating impactful and memorable advertising campaigns for a diverse range of clients. Our creative and collaborative team is dedicated to delivering cutting-edge solutions that make a lasting impression. We are seeking a talented and motivated Production Manager to join our team and help us execute our creative vision with precision and efficiency.

As a Production Manager at CSM, you will play a pivotal role in the successful execution of items produced for clients. You will be responsible for overseeing the production process, ensuring projects are completed on time, within budget, and to the highest quality standards. Your role will involve managing this process and working with the internal team of CSM professionals and coordinating with various departments to bring our creative ideas to life.

Key Responsibilities:

Project Coordination:

- Manage the end-to-end production process for production and fulfillment for campaigns, including print, digital, specialty items, and audio/video production.
- Develop and maintain production schedules, ensuring projects are completed on time and within budget.
- Collaborate with creative teams, account managers, and clients to understand project requirements and objectives.
- Research, provide solutions, and communicate with project management team on customer/vendor issues.

Team Leadership:

- Lead, mentor, and motivate within the departments for smooth fulfillment.
- Establish strong vendor relationships.
- Act as a liaison between the creative department, account management team, and clients to facilitate a cohesive workflow.
- Foster a collaborative and productive work environment, ensuring that team members have the resources and support they need to excel.

Resource Allocation:

- Allocate resources effectively, including equipment, software, and personnel, to meet project demands.
- Manage external vendors, contractors, and freelancers as needed for specialized production tasks.



PRODUCTION MANAGER

Job Description

2 of 2

Quality Control:

- Oversee the quality and accuracy of all production materials, ensuring they align with client expectations and agency standards.
- Conduct quality assurance checks and implement improvements as necessary.
- Manage timelines for efficiency and expectation at client level.

Budget Management:

- Monitor project budgets and expenses, adjusting as needed to ensure projects remain financially viable.
- Provide cost estimates and track expenses to keep projects on budget.

Process Improvement/Communication:

- Continuously identify opportunities to streamline and improve production processes.
- Implement best practices and stay updated on industry trends and emerging technologies.
- Communication and Collaboration:

Qualifications:

- Bachelor's degree in advertising, marketing, communications, or a related field.
- Proven experience in production management within an advertising agency or related industry.
- Strong leadership and team management skills.
- Exceptional organizational and project management abilities.
- Excellent communication and interpersonal skills.
- Familiarity with Adobe Creative Suites. Graphic design skills a plus.
- Attention to detail and a commitment to delivering high-quality work.
- Adaptability to changing project requirements and deadlines.

If you are a highly motivated and organized individual with a passion for bringing creative ideas to life, we encourage you to apply for the Production Manager position at CSM. Join our team and play a vital role in shaping the success of our clients.

About Central States Marketing

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program.

We are an equal-opportunity employer committed to an inclusive workplace. We encourage anyone interested to apply and do not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.