

Job Title: Production Digital Support Specialist
Department: Production

Status: Exempt
Reports to: Production Supervisor

Position Summary:

The Production Digital Support Specialist (PDSS) is responsible to provide scheduling, produce, and deliver work product (including through fulfillment and shipping) for assigned account(s), as well as, the integrity of all mechanical/computer artwork and art production in the agency. The PDSS manages the creative server, responsible for the archiving and retrieval of all files and will constantly organize the file server, remove redundancies and create an efficient system for file management. Works closely with external vendors and in-house Creative, Account Services, and Warehouse teams.

The PDSS is responsible for producing Letters of Estimate to client by estimating costs for production services the agency delivers to include in-house charges and external vendors. The PDSS is responsible for obtaining the best price and delivery possible for all agency projects for specific assigned account(s). PDSS issues Purchase Orders to the outside resources to complete the work and assures completed work is in adherence with PO price and specifications. The PDSS may also assist in buying of outside art supplies and outside type services.

The PDSS fulfills mechanical and production requirements based on approved layouts from Creative and Production specs. The PDSS fulfills approved design work and completes internal production requirements, either by traditional typesetting, or by use of computer layout/illustration/pre-press software. The PDSS checks and specs all mechanicals for outside production, routes mechanicals/files for approval and then submits to external vendors for final production. The PDSS is responsible to work closely with internal and external contacts to assure deadlines, specifications, and expectations are met.

The position requires knowledge of agency traffic functions, production procedures and the ability to manage creative workflow. Knowledge of production processes, including but not limited to pre-press requirements, type specification, photo cropping, etc., and computer layout/illustration/pre-press, is important to this position. The PDSS must be a good negotiator and steward to vendors, possess strong organizational, analytical, and negotiating skills. The PDSS is a solution provider with expertise in trouble-shooting and simultaneously managing multiple priorities and meeting exact deadlines.

The PDSS must have a positive, "can do" attitude, high performance work habits and a passion for excellence. He/she should be a team player who excites and motivates fellow associates to give their best and most responsive effort on behalf of JMG and its prospects on a consistent basis.

The position requires occasional time flexibility to work beyond scheduled hours as needed.

General Purpose:

To estimate, schedule, produce and deliver projects on time, without exceeding the quoted cost. To verify the integrity of all mechanical/computer artwork and art production in the agency and to provide server management support as well as facilitate image requests.

Essential Functions:

Primary Functions

- Prepares production estimates based on briefings from Account Executives or Coordinators / Project Managers and the Creative Team.
- Attempts to obtain three competitive quotes on every outside buy from a range of quality vendors.
- Issues purchase orders for all outside buys for Client projects. Checks invoices and settles billing discrepancies with suppliers; obtains approvals from Account Executives if necessary.
- Supervises work done by suppliers (including press checks, quality checks, etc.).
- Reviews all laser output proofs (Release to Vendor) against estimated specs. Verifies all material is properly signed-off, as approved, by team prior to releasing materials.

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- Follows up with suppliers to be sure they will meet promised delivery dates, informs Project Manager / Account Team of any delays. Proactively informs Project Manager of vendor's scheduling (including proof arrival, press check dates, delivery dates, etc.).
- Alerts Account Services if / when projects exceed estimated scope and change orders / revised estimates are necessary.

Administrative Functions

- Files Purchase Orders in production folders.
- Closes job jackets when completed; Sends to traffic for filing.
- Maintains contact with current suppliers, sources new vendors.
- Inventories and orders all production office forms (i.e. job jackets, new release forms, labels, stationary, etc.).
- Actively maintains and continually develops knowledge of new industry trends and standards including all current postal regulations and requirements.

Verifying Mechanical/Computer Artwork

- Receives jobs from Project Managers.
- Coordinates mechanical specifications with agency Production Managers (PM).
- Completes all computer mechanical work/release to vendor (RTV) support assigned by the PM.
- FTP support as needed to support RTV and PM requests.
- Discusses final art with designers/ACD for each project when necessary to ensure all available input is clearly transmitted.
- Coordinates all aspects of final art (typesetting, color lasers, comps, etc).
- Discusses outside production elements required for job with PDMR as well as outside vendors, if needed.
- Responsible for quality control on all jobs that go to finished art; prior to releasing for Creative/AE/Client approval.
- Mechanicalize a variety of marketing collateral, retail inserts, ad, signage and catalog projects. Indesign CS, QuarkXpress skills include master page set-up, style sheet organization, font usage and library set-up and usage.
- Graphic Production, including but not limited to, preparing of mechanical graphic files for release to pre-press house or printer.
- Responsible for day-to-day operation of the Studio, including but not limited to: inventory and reorder of supplies; supervision and maintenance of freelance artists records; interface with Production, Traffic and Creative on all scheduling: keeping PMs informed of any deadline / production issues.
- Produces all artwork according to the designer's specifications and confirms final production specifications with PM prior to collecting final artwork for RTV; Works with PM to advise Creative on best way to achieve approved concept via computer layout/illustration/pre-press technique.
- Prepares internal proofs (black and white laser output or specified color output per project budget) for routing and approval by team then released to vendor.
- Makes all requested changes / corrections promptly and correctly.
- Learns the use of and maintains production / pre-press related computer equipment, including but not limited to scanning equipment, cartridge drives, required layout/illustration and photo manipulation, typesetting/pre-press software and all related computer hardware.
- Provides occasional Graphic Design support.

Server Management Support

- Manages the creative server by directly handling archiving for all files. Constantly organizing the file server, removing redundancies and creating an efficient system for file management.
- Works with Production Team to get all vendor-revised files returned to the agency and replacing the most current files on the server in order to eliminate the possibility of missing the latest version of any file / job.
- Works with the Account Services and Interactive teams in developing an image library for Clients. Ultimately serves as an image librarian and is responsible for keying in all searchable criteria, removing image redundancies, provides on-going maintenance and streamlines the archival and retrieval process of the agency's image library.

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Secondary Functions

Essential Skills & Experience:

- Associates Degree, minimum required
- 3-5 years' experience, minimum, with print, production and prepress work
- Possesses extensive knowledge of imaging requirements, current postal regulations, printing and prepress
- Experienced in project management for print, collateral, POP, outdoor, direct mail and tradeshow
- Understands the printing process, including, photography, illustration, typography, printing and prepress
- Experience in mechanicalizing files for the internet, print, collateral, POP outdoor, direct mail and tradeshow
- Capable of working within Production's schedules plus knowledge of agency's workflow functions
- PC proficiency in MS Excel, Word and Outlook
- Able to produce flawless mechanicals
- Possesses strong organization and analytical skills
- Develops expertise in file server management
- Shows good follow-up and follow-through
- Understands Creative's process from conception to completion of production
- Proficient in Mac (OSX), InDesign CS, QuarkExpress, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat and Preflight software; appreciates design/art direction aesthetic; possesses graphic design capabilities
- Maintains a working knowledge of digital retouching and image composition
- Knowledgeable of file formats and file conversions
- Effectively interfaces and develops productive working relationships at all levels
- Maintains excellent interpersonal and communication skills (both written and verbal)
- Able to independently coordinate and manage multiple priorities while meeting exact deadlines
- Works well in a fast-paced and deadline-driven environment
- Very detail-oriented and highly capable in quality control
- Problem resolution and trouble-shooting expertise

Nonessential Functions, Skills & Experience:

- Agency experience, preferred

Reporting to this Position:

- None

Physical Demands & Work Environment:

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical demands: While performing the duties of this job, the employee is occasionally required to stand; walk, sit; use hands to finger, handle, or feel objects, keyboards, office equipment, reach with hands and arms; climb stairs; balance; stoop, kneel, crouch, talk and hear. The associate must occasionally lift up to 20 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral, vision, depth perception, and the ability to adjust focus.
- Work environment: The noise level in the work environment is usually moderate.

General Sign-Off: The associate is expected to adhere to all company policies.

I have read and understand this explanation and job description.

Signature: _____ Date: _____