

Job Description: Traffic Manager

Overview:

The Traffic Manager is the central contact point for all project work that flows through the agency. Once a job has been opened in the Agency Management System, the Traffic Manager will develop a scheduled timeline. Working with the Creative and Account Departments, the Traffic Manager will assign specific people to the steps required to complete the job. The Traffic Manager monitors resource requirements and alerts the appropriate staff of outside/freelance staffing needs.

The Traffic Manager makes sure that all work will be completed within the scheduled deadlines. As needed, the Traffic Manager will work with Account Managers to adjust job deadlines as needed while still meeting the Clients needs.

Responsibilities:

- As Jobs are opened by the Account Service in the Agency Management System, the Traffic Manager is notified and creates schedules that will ensure that the work will be completed within the Clients deadlines while allowing ample time to get the work done to the expectations of the Client.
- Reviews daily work loads with production manager/creative/art production department and adjusts assignments as needed making sure that the appropriate talent is used and workloads are evenly maintained.
- Make adjustments to each job schedule and overall workload as job demands change.
- Makes sure each staff member knows the assignments that they need to complete and the due dates. Acts as the mediator between all Account Service members to establish and re-evaluate priorities.
- Informs Account Services when Client Contact is required to get approvals or gather assets to complete work.
- Keeps in contact with all departments regarding current deadline status and any issues that may need client or agency attention.
- Coordinates with the Production Manger on all outsourced requirements and the scheduling and delivery of those resources.
- Opens all agency jobs, makes jobs jackets. Assigns project numbers and issues project instruction sheets.
- Prepares production estimates based on briefings from Account Executives and Account Coordinators.