

Job Description: Traffic/Production Manager - Comprehensive

Overview:

The Traffic/Production Manager (T/PM) is responsible for scheduling, producing and delivering, on time, all the work developed by the creative department. They interface with a variety of outside vendors who supply work to the agency on a freelance or contract basis.

The T/PM is responsible for pricing all services the agency delivers by calculating in-house charges through working with the various departments and requesting estimates from outside sources. This information is then incorporated in an estimate of costs, which is delivered to the client. The T/PM is responsible for obtaining the best price and delivery possible for all agency projects. The T/PM opens all jobs entering the agency and assigns a step-by-step schedule of completion to each of those jobs as it is entered. The T/PM coordinates movement of all jobs through all agency departments (Account Service, Creative and Production).

After acceptance of the price, the T/PM has the responsibility to issue a purchase order to the outside resources to complete the work and to assure that when the bill is received by the agency, the price is as quoted. Each day, the T/PM prepares a status report of all active jobs in the shop, assigning a status to each job. This report is distributed to everyone in the agency. The T/PM keeps track of and physically moves jobs from one step of completion to the next. This position reports to the President.

Responsibilities:

- Opens all agency jobs, makes job jackets. Assigns project numbers and issues project instruction sheets.
- Prepares production estimates based on briefings from Account Executives, and Account Coordinators.
- Ideally, obtains three competitive quotes on every outside buy from a range of quality vendors.
- Issues purchase orders for all outside buys for client projects and records, with invoices, on job jackets.
- Oversees quality control in conjunction with the Creative Department.
- Follows up with suppliers to be sure they will meet promised delivery dates.
- Check invoices and settles billing discrepancies with suppliers, obtains approval from AE's.
- Closes job jackets when completed; sends to Accounting for verification then files, crossing off production schedule.
- Maintains contact with suppliers and keeps reference files for suppliers of various products and services.
- Revises schedules and publishes for distribution to all departments. The T/PM is responsible for publishing a weekly production status report and a daily "Hot Sheet" listing most pressing jobs for the day and their current status, to ensure

all departments are advised of schedules and job progress.

- Reviews daily work schedule with Creative Department and expedites all “crisis jobs.” However, the majority of work should flow through production on a reasonable, scheduled basis.
- Notifies AE’s when it is necessary to contact clients for any materials, information, etc., required to complete scheduled projects. Contacts clients directly only when requested to do so by AE/CD.
- Keeps account service informed about the current status of all jobs in progress in creative/production, with regular frequency, based on input from the CD.
- Obtains quotes from art and photo suppliers, freelancers, other vendors.
- Makes sure samples are delivered to client and agency for all completed jobs.
- Works with AE’s to obtain publications specifications and extensions when necessary.
- Coordinates scheduling of collateral materials to arrive before final deadlines.
- Maintains all in-house client mechanicals/artwork and photo files and updated agency samples.
- Regulates time to allow for an internal review of all concepts with CD.
- Provides internally approved copy, layouts, etc. to AE’s for client approval.