



White Globe

White Globe is a leading Language Service Provider offering Translation & Localisation services in more than 300 Foreign and Indian Languages. These services are mainly used by MNC Companies who do business in multiple languages or Indian Multinationals with Global presence. In a short span of 7 years White Globe is already servicing more than **2000 clients** across the globe including several **Fortune 500** Companies. In the last two years, White Globe has won several Industry leading accolades like ***“The Company of the Year 2018 by Silicon India”, “The Most Admired Language Service Provider in India, 2018 by Insight Success and the CEO of the Year 2019 by Business Connect.***

White Globe services are backed by advanced technology and an innovative knowledge centre. The services are delivered maintaining very high level of Quality by a team of highly competent project managers and delivery professional. White Globe offers a dynamic work environment to encourage innovative thinking and honing one’s leadership skills

Please visit: www.whiteglobe.co.in

POSITION DESCRIPTION SUMMARY

Function: **Sales & Marketing**

Location : Mumbai

Position Title: Associate Producer

Reporting To: Sales and Marketing Head/ Regional Head

I) Position Summary

KEY DUTIES AND RESPONSIBILITIES included in the list below. Other duties may be assigned.

- Manage and implement all aspects of production process for text, video, audio, and other assets from pre-production planning to shooting to editing to publishing
- Understanding of how each marketing channel functions differently -- and how to craft strong content per each
- Will be responsible for business generation
- Gathers appropriate information from Company thought leaders and subject matter experts through interviews, emails, conference calls, and other appropriate modes of communication
- Identifies topics and subject matter experts for news articles, blogs, case studies, white papers, eblasts, speaking opportunities, clinical presentations, and conferences, webinars, and media opportunities to elevate the brand.
- Collaborates with designers, brand owners, sales professionals, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audiences
- Manage and implement all aspects of production process for text, video, audio, and other assets from pre-production planning to shooting to editing to publishing
- Collaborate closely with team to provide inspiration and vision during ideation
- Provide guidance and key considerations to ensure ideas are achievable within the limits of the timeline and budget available
- Collaborate with cross functional team members to manage scopes of work, deliverables and the creative production process



- Manage overall project requirements including creative participation, insurance clearance, adherence to budgets, and delivery
- Facilitate meetings, creative reviews, approval meetings, workshops and post mortems with internal and external partners
- Manage commercial promotional searches and partnerships, including booking artist, influencer and celebrity collaborations
- Anticipate obstacles to mitigate risk with projects & resources; protect the integrity of the process and the quality of the work
- Ensure content adheres to social media strategy and brand guidelines.
- Video production and design skills

REQUIRED PROFESSIONAL COMPETENCIES

- Passion for creative storytelling and interest in digital marketing offerings
- Creative, curious, innovative and proactive across all areas of work
- Able to execute day-to-day needs while maintaining an understanding of overall strategy.
- Must exhibit ownership of assigned workload while taking full responsibility for related workflow and deliverables.
- Expert problem solver with can-do attitude
- Thrive in fast-paced environment

II) Person Specification:

a) Essential Qualifications:

- B.S. or B.A. in Marketing, Journalism, Communications, or similar discipline
- 3-5 years of proven success in the creative/content space
- Strong understanding of video and creative best practices
- High degree of creative thinking, successful collaborator with practiced interpersonal skills
- Organized project manager able to juggle multiple priorities in a fast-paced start-up environment
- Creative, curious, innovative and proactive across all areas of work