curiousnation
beyond the obvious

PRODUCER

What is the purpose of this role?

The Producer plays an integral role in the planning, management, and delivery of projects, ensuring they are completed on time, within budget, and to the highest standards. Acting as the central point of coordination, they manage timelines, resources, and cross-functional teams while maintaining clear communication with clients and internal stakeholders. The Producer drives projects from brief to delivery, proactively resolving challenges and ensuring successful outcomes that meet client objectives.

Responsibilities

CLIENT SERVICE

- Builds trusted relationships with senior clients by defining exceptional project delivery. Leads with a client-first mentality, always focused on driving success against their KPIs.
- Interpret briefs and lead scoping, strategy, and execution
- Good understanding of brand experience, able to discuss its merits in line with clients' brand objectives
- Able to talk confidently about Curious Nation, it's clients and the work we are proud of
- Works independently across most elements of the project lifecycle with input and approval from Account / Business Directors
- Understands and utilises Curious Thinking™ tools (Curious Audit, Curious Safaris, Measurement Toolbox) appropriately
- Able to report the success of a campaign against associated objectives. Understands ROI in order to suggest 'Even better if' ideas
- Ensures processes are respected and that wider team has adequate briefing to enable them to do a great job
- Builds strong relationships with internal and external teams, understanding their role within the overall delivery of a campaign/project. Assumes overall accountability for campaign activation for small – mid scale campaigns and budgets.
- Continually seeks ways to add value to client via information, service and commercial efficiencies

PRODUCER & PROJECT MANAGEMENT

- Ensures the account runs in an agile, responsive way while maintaining commercial and delivery discipline. Able to recognise key milestones to implementing a client brief including coordinating internal and external teams. Ensures deadlines are communicated and met
- Contributes to project management by working directly on or overseeing junior team members to complete project documentation such as timing plans, status reports, contact reports, budgets and briefing documents.
- Proposes adequate remedial action to identify and resolve problems that may occur during planning and implementation of client work
- Provides accurate information to external teams, third parties. Ensures it's documented, saved, filed and accessible. Always demonstrates best practice and good attention to detail
- Understands key project deliverables. Does not commit the agency to unrealistic timings or budget.
- Confident with the design and creative process. Able to brief creative, design and artwork teams effectively and collaboratively. Familiar with brand guidelines and approval processes.
- Ensure all projects conform to all contractual and gov regs; H&S, licensing, insurance. Understand changes in regulations and be aware of additional training needs in order to comply.
- Selection and hiring of all external staffing
- Stock management and distribution. Seeking sustainable solutions where possible
- Oversee installs and de-installs

- Provide ongoing maintenance during live activity to ensure first day standards and upheld throughout
- Venue search and selection
- Contribute to all project review, adding insights to more effective solutions going forward

FINANCE

- Creates budgets for projects for smaller campaigns and supports on costing for larger campaigns**.** Understands how to better improve GP without compromising results.
- Uses curiosity to influence commercial performance and profitability of projects.
- Follows financial processes, obtains client purchase orders before commencing significant work.
- Tracks costs against budgets for client campaigns ensuring that things are delivered in budget. reviews budgets on a weekly basis to ensure costs are posted correctly and jobs have not gone over budget.
- Able to demonstrate the value of time to protect project margins. Completes timesheets weekly.
- Understands the requirements of cash flow for project work, directing internal and external teams accordingly. Communicates changes in a timely manner.

PEOPLE

- Leads team members (both internal and external) by example. Provides regular, honest feedback and direction.
- Shares expertise in the collective ambition to succeed as a team.
- Proactively delegates workload across the team to ensure timely completion of client projects.

WAYS OF WORKING

- Has one eye on the detail and the other on bigger picture, understanding and influencing the relationship between the two. Continually finding ways to improve project performance and client ROI.
- Open to new concepts, ideas, and ways of working. Is curious about developments within industry.
- Able to adapt ways of working, communication styles and behaviours to find mutually beneficial outcomes.
- Draws on, information and expertise to provide clarity and support effective decision making.
- Demonstrates empathy and listens actively to understand both specific and implied client needs.
- Firm, reliable, disciplined, assumes accountability without instruction.
- Takes a social yet driven approach maintains energy and motivation throughout the project lifecycle.

Culture is the way we go about our business

The way we work at Curious Nation is of equal importance to the work we do, building a culture that enables agency and individual to thrive is what ultimately drives successful performance. This all begins with putting our values & behaviors at the heart of everything we do.

The Curious Code

At Curious Nation, our values aren't just words. They shape how we think, work and show up for each other and our clients.

- **Curious – We stay curious about ideas, people and culture.** We ask better questions, challenge assumptions and look beyond the obvious. Curiosity keeps our thinking fresh and our work evolving. It's contagious.
- **Upfront – We are open, approachable and honest.** We speak up early, give clear feedback and address challenges head on. Transparency builds trust and helps us move forward together.
- **Rally – We win together.** We jump in, back each other and celebrate the wins as a team. No egos, no silos, just good people pulling in the same direction.
- **Inventive – We push ideas further.** Beyond the obvious. Beyond "good enough." We chase the spark that turns a solid idea into something memorable.
- **Ownership – We own the outcome.** When problems show up, we lean in and solve them. No passing the monkey. No waiting around. We GSD.

- **Upbeat – Energy matters.** We bring positivity, enthusiasm and momentum to everything we touch and everyone we meet. Good energy fuels great work.
- **Sharp – We sweat the details.** We hold a high bar for ourselves and the work we put into the world. Because the little things are often the big things.