

NO *recipe* T NORMAL

WE'RE HIRING!

**RESOURCE MANAGER /
INTEGRATED PRODUCER**

Hey!

FANCY JOINING OUR GROWING TEAM...

BACKGROUND

We're looking for like-minded people to join us for our next step of our exciting journey, who not only share our values but want to be part of a close-knit team who dare to challenge norms, do great work (and have fun along the way).

Recipe is one of the UK's top 5 independent agencies (*Campaign Top 100 2023*) who are responsible for delivering advertising campaigns for clients such as Aussie, AutoTrader, Coca-Cola, Audible, Zurich, Sky Media, Channel 4 and New York Bakery Co. (to name a few). We cover all bases of marketing communications mix, from brand planning, to creative development, production and brand partnerships, social strategy and content creation. We also have a media team who are responsible for buying and planning over £6m (and growing) in advertising each year. We have a unique story that makes us different, we're not normal. And proud. But what does that actually mean?

We didn't start the normal way:

Well, first and foremost we weren't founded in a normal way. In 2004 three childhood friends started Recipe in a bedroom in Chiswick. They didn't come with years of industry experience, so they didn't come with any preconceived notions about how things "should be done". They had no Recipes to follow, so they wrote their own - for every client, every brief and every challenge they faced. We now are a talented tight team of 60+ and actively hiring for new talent.

We don't make work the normal way:

Because we didn't start in the normal way. We didn't and still don't work in a "normal" way. In fact we like to actively avoid it if we can. We've unbuilt walls between creative, media and production to allow us to offer integrated solutions that are fit for purpose, with consumers needs and behaviours at the heart, and effectiveness our north star. Then, and only then, we build teams, to suit our clients needs - cherry picked on their experience, skill sets, personality and passions.

We don't make normal work:

Normal work is never as effective as you'd hope. Making work in the normal way is never as efficient. Just by looking at what other advertising is doing, what the expectations are, what those category generics are, and then playing with them a little to disrupt 'norms' is the secret ingredient to standing out - be it on TV, radio, print, outdoor or on social and digital channels. It's why our creative ambition is to create work that's impossible to ignore.

We're a SME with a mighty punch, with a fun, entrepreneurial culture that is driven by our core values which define what we are, what we have and how we act.

The Role

RESOURCE MANAGER / INTEGRATED PRODUCER

PRIMARY RESPONSIBILITIES

First and foremost you will be responsible for the planning and allocation of resources across the Studio and Production departments. You will also manage capacity planning as you ensure that the agency has the right resources and capacity to deliver upcoming projects and have visibility of all of the work streams across the agency. We require someone who understands workflow within creative businesses, with the ability to effectively allocate and schedule skillsets across a multiple of disciplines.

- Ensure that the onsite team have all required resources and equipment to complete a project
- Utilising (and championing) Wrike for resourcing and project management and overseeing its use with necessary team members with training where required
- The ability to manage and filter workflow as well as organise and prioritise workloads to maximise productivity
- Proactive and adaptable, able to effectively work under pressure
- Strong attention to detail and a passion to make sure quality control procedures are adhered to
- Resourcing projects and managing the day to day scheduling and creative process on projects as well as having a great network of talent
- Involvement in recruiting editors and motion talent and finding the right people to help the agency continue to grow.

SECONDARY RESPONSIBILITIES

Secondly, you'll bring a track record within busy creative studios to help ensure the smooth running of our Creative functions. You'll therefore need to be highly organised, detail-oriented, disciplined and an excellent communicator, with a knack for assigning projects to the correct skill set that enables us to deliver best-in-class work. Your understanding of the creative and delivery process means you're able to anticipate potential challenges and provide solutions working collaboratively with different teams across the agency and external resources as required.

- Managing daily Allocation meetings to ensure the team is on track and kept up to date with any new developments.
- Transfer of brand knowledge to the respective team (brand guidelines, brand assets).

ESSENTIALS

- Able to work as part of a team coordinating all bookings and allocation of resources and work closely with the team to effectively assign work.
- Build strong relationships with business and project management leads.
- Highly organised and disciplined managing the project schedules and utilising appropriate project management tools.
- Plan for peak periods, tackling resource challenges and providing solutions utilising internal and external resource
- Have your finger on the pulse of the freelance market across many existing and new skill sets building relationships
- Strong track record in executing campaigns across multiple platforms.
- Facilitate clear direction and communication for projects directed to teams, including clear communication of the brief and timings, handover of all assets received.

EXPERIENCE NEEDED

- Working in a creative agency and understanding the ecosystem between the different departments
- Working in a fast paced environment juggling multiple projects at once
- Managing and developing strong relationships with different internal teams and external suppliers
- Understanding Motion, Still, OOH, and Social production workflows
- Previous Experience of Resource and Production services sourcing essential
- Experience in working with creative and internal stakeholders to manage and navigate feedback
- Experience in working in social, good knowledge of social platforms, formats and delivery specs
- Important qualities: highly organised, detail-oriented, admin-focused, optimistic and calm under pressure
- Be comfortable managing multiple projects at once and providing quick solutions in a fast paced and shifting environment
- Working on a range of projects from social BAU, 360 campaigns and single projects to name a few.
- Experience and knowledge of delivering cross-platform projects and using smart operational processes and workflow management.

Benefits

JUST SOME OF THE BENEFITS YOU'LL GET WORKING AT RECIPE

FLEXIBLE WORKING

We operate a "3+Core" hybrid working model here. 3 days in the office (whichever days suit you best); flexibility and understanding that sometimes it may be more or the days may need to differ (the '+'); and additional flexibility for those days when in the office through 11-4pm 'core' hours. We're an agency that really believes in the power of being together but understands the need to balance this with flexibility and the benefits of hybrid working.

PEOPLE PERKS

- Bupa Healthcare
- Free Gym Membership
- Pension Scheme
- Weekly Yoga Class
- MyMynd Mental Health Service
- ROTM recognition + rewards
- Flexible Hybrid working
- Festive R+R - office closed over Christmas
- IPA Membership
- DE+I training

No outsourcing. No losing control. No wastage. No hierarchy. No egos. We built strategy, creative and account management around a production core. We also wondered why media and creative were so far apart, so brought those together too. From humble beginnings, we now partner with some of the biggest consumer brands in the world, who are just as not normal as us.

We are passionate about promoting diversity, inclusion, and equality, and are committed to working with clients who share our outlook. Our focus at Recipe has always been on our people, protecting and building on our unique culture and never standing for "normal" work. We offer equal opportunities to all candidates regardless of background, identity, sexuality, and disability.

We strive to create inclusive cultures through our dedicated internal DE+I counsel. Our mission is for everyone to feel empowered to be their true authentic selves at work. In turn, we've developed a series of pledges and actions that serves as an evolving commitment to build on our sentiment that every employee is an ally, equality of opportunity for all, to listen, to speak out, and to always be actively inclusive.

APPLICATIONS

We are supportive of all candidates and are committed to providing a fair assessment process. If you have any circumstances (such as neurodiversity, physical or mental impairments or a medical condition) that may affect your assessment, please inform our Head of People. We will discuss possible adjustments to ensure fairness. Rest assured, disclosing this information will not impact your treatment in our process.