

Creative Resource Manager

As Creative Resource Manager you are responsible for managing internal and external creative resources. You will partner with Account, Digital, and Creative leads to assign the appropriate resources to projects and resolve roadblocks across departments. You're an expert at balancing workloads across internal teams, freelancers, and agency/vendor partners.

You must be comfortable simultaneously managing multiple resources in a high-volume project environment. You are curious, flexible, love detail and process, and able pivot as needed.

KEY RESPONSIBILITIES

Resourcing

- Identify skills of individual creative resources (internal and/or external) to appropriately assign agency projects.
- Review and evaluate incoming projects to match appropriate team members or freelancers to the job.
- Monitor resources for under- or over-utilization; actively resolve booking conflicts and issues with pertinent department leads

Freelance Resourcing:

- Acts as a point of contact to book and confirm freelance talent
- Manage freelance and contract worker relationships
- Proactively build on pre-existing network of contacts in conjunction with Creative leaders to vet new freelance candidates for copy, design, and digital experience
- Prepare documentation and paperwork for all freelance hires and assignments
- Organize, review, and approve freelance timesheets, invoices, and paperwork
- Manage NDA documentation

Tracking Projects

- Continuously track availability and utilization of internal staff and freelancers by conducting weekly check-ins to confirm workload balance and timely completion and delivery of projects
- Monitor resources against assigned projects and project deadlines
- Lead agency status meetings to review current work and upcoming projects

Relationships

- Build strong rapport with the members of each department
- Partner with department leaders, creative staff, and external vendors
- Manage communications as priorities shift with key stakeholders

Other Responsibilities

- Utilize resource management tools and systems to improve processes and workflow; recommend process improvements
- Ensure the successful on-boarding/off-boarding of freelancers and completion of required paperwork
- Develop monthly forecasting for future resource needs based on the understanding of planned projects and annual schedules

QUALIFICATIONS

- 1-3 years relevant experience in a traffic, resource, or project management role within a creative or marketing organization
- Experience in resource planning, allocation, and assignments
- Solid knowledge of creative and digital processes

KNOWLEDGE/SKILLS

- Extraordinary communication, organizational, and people management skills
- Comfortable working in a fast-paced, fluid environment
- Ability to understand complex project requirements, understand briefs, and recognize potential risks and dependencies relevant to resourcing staff
- Collaborates well with others and builds trust and confidence of team members
- Must be a problem-solver with who has patience, diplomacy, fortitude, and a strong voice to manage a high volume of projects and people
- Strong business and personal ethics; willing to take risks, fail, and learn from mistakes