



Job Description

Title: Associate Producer, Collaborations

Employment Status: Full Time

About Collectively:

Collectively brings marketers and social media influencers together to drive awareness, gain insights, and create authentic content that builds brands. We call it collaborative marketing.

We're veteran Collaborative Marketers, with 10 years of experience shaping our work. Since Collectively's birth four years ago, we've partnered with best in class consumer brands and advertising agencies, and grown a community of 6,500+ Collaborators across all social media platforms. To catch up on our latest Collaborations, please [visit our website](#).

We are excited to expand our team as we continue to grow Collectively in an ever-changing social media and digital advertising landscape.

About the Collaborations Team:

Collectively's Collaborations team is the agency's production arm, focused on bringing projects to life with both enthusiasm and excellence. We're tasked with delivering flawless execution of influencer programs while providing support and strategic guidance to our clients and collaborators.

Responsibilities:

Under supervision, the Collaborations Associate Producer will be actively involved in program production across a variety of projects and is responsible for two crucial areas of production: project management and program tracking and reporting. This role reports directly to the VP of Collaborations.

Project Management:

- Support Collaborations Producers on all aspects of Collectively projects working closely to ensure flawless program execution
- Prepare campaign briefs and production schedules for client review
- Lead Collaborator research and outreach to recruit collaborators for participation in client projects
- Maintain the project status sheets (opt-in lists, weekly updates, payment schedules)
- Record and maintain the schedule, documentation and communication for collaborator payments
- Serve as logistical support on client and internal calls (creating agendas, maintaining status sheets, note taking and scheduling follow up meetings)

Program Tracking and Reporting:

- Set-up campaign reporting surveys, tracking tags and links
- Collect and manage image assets
- Track and log all content (blog posts, social media updates)
- Review content to ensure compliance by Collaborators to both requirements set forth by Collectively and Collectively's clients
- Identify potential issues (incomplete posts, failure to adhere to requirements, etc.) and demonstrate proactive resolution should they occur
- Develop weekly project updates for clients including reports and emails
- Analyze Collaborator content and audience engagement to glean program insights and optimization opportunities

Requirements:

- At least 1-2 years related experience in marketing/advertising industry or similar (relevant internship experience considered)
- Strong organization skills with attention to detail and excellent follow-through
- Great communication skills—both internally and externally, written and verbal
- Ability to work efficiently across a variety of tasks and manage time appropriately for projects
- Collaborative working style with positive attitude and enthusiasm for making great work happen!
- BA or equivalent

Key Performance Indicators:

- Completes assignments on-time and with minimal errors, goes above and beyond
- Exhibits a proactive, collaborative approach to any project challenges or delays
- Quickly learns and retains information, especially regarding key project processes
- Demonstrates curiosity with a desire to learn from program data, collaborator content and Collectively teammates
- Projects a friendly, competent, and appropriate demeanor both within the organization and to clients and collaborators

How To Apply:

- Please send resume and cover letter to jobs@collectivelyinc.com
- Note desired position in subject line