

# TRAFFIC OR PRODUCTION MANAGER (T / PM)

**Job Description:**  
As at March 5, 2020

**Reporting:** Operations Manager

**Job Purpose:** The primary duties of a Traffic Manager sometimes called a Production Manager, is to work as a go-between that connects account executives to other departments within the ad agency that produce the products the account executive sold. Setting a schedule of deadlines for the completion of a job, the Traffic Manager assigns workers to each necessary step in the process. The Traffic Manager then checks on the progress of the project, communicating with the account executive as needed.

## EDUCATION

Required: Grade 12 complemented with some post secondary education relevant to operations.

## OVERVIEW:

1. The Traffic or Production Manager (T/PM) is responsible for scheduling, tracking and delivering, on time, all the work developed by the creative department. This includes checking the status of outstanding tasks.
2. The T/PM keeps track of and physically moves jobs from one step of completion to the next.
3. The T/PM coordinates movement of all jobs through all agency departments: Account Service, Creative / Production, strategy, web and media / online. This includes managing the "whiteboard" (project assignment to each person and / or conducting morning meetings (daily) to go over items/tasks assigned and due for the day and determine if there are any roadblocks
4. Conduct weekly(?) job status meetings (aka whiteboard meetings) to gather and share information with Account Executives and the rest of the team
5. Each day, the T/PM communicates project status and issues to account team. This may include preparing a status report of all active jobs in the shop, assigning a status to each job. This report is distributed to everyone in the agency.
6. Support account team by creating timelines and tasks for the work to be done (future planning) and reviewing the timeline with the Account Executive to get client approval
7. This position interfaces with a variety of outside vendors / contractors who supply work to the agency on a freelance or contract basis.
8. The T/PM is responsible for pricing all services the agency delivers by calculating in-house charges through working with the various departments and requesting estimates from outside sources. This information is then incorporated in an estimate of costs, which is delivered to the client.
9. The T/PM is responsible for obtaining the best price and delivery possible for all agency projects.
10. The T/PM opens all jobs entering the agency and assigns a step-by-step schedule of completion to each of those jobs as it is entered.
11. After acceptance of the price, the T/PM has the responsibility to issue a purchase order to the outside resources to complete the work and to assure that when the bill is received by the agency, the price is as quoted.

## KEY RESPONSIBILITIES:

1. Reviews all agency jobs that go into production and assigns projects to operators / production personnel.
2. Oversees quality control in conjunction with the Creative Department.
3. Sends completed job folders to account team.
4. Revises schedules and publishes them for distribution to all departments.

5. The Traffic Manager is responsible for publishing a weekly production status report and a daily "Hot Sheet" listing the most pressing jobs for the day and their current status, to ensure all departments are advised of schedules and job progress.
6. Reviews daily work schedule with Creative Department and expedites all "crisis jobs." However, the majority of work should flow through production on a reasonable, scheduled basis.
7. Notifies AE's when it is necessary to contact clients for any materials or information required to complete a scheduled project.
8. Contacts clients directly only when requested to do so by AE/CD.
9. Keeps account service informed about the current status of all jobs in progress in creative + production, with regular frequency, based on input from the CD.
10. Obtains quotes from art and photo suppliers, freelancers, other vendors.
11. Corresponds with Operations Manager for any anticipated work shortages or surpluses as far in advance as possible.
12. For each department, maintains a list of "make work projects" which may include "client invest projects", "6P projects" or other. This list is generated in concert between DCS / AEs, Head of Sales and Ops Mgr and this is managed via Ops Mgr.
13. Makes sure samples are delivered to client and agency (on file agency samples) for all completed jobs.
14. Coordinates scheduling of collateral materials to arrive before final deadlines.
15. Maintains all in-house client mechanicals and artwork, photo files and updates.
16. Regulates time to allow for an internal review of all concepts with the CD.
17. Provides internally approved copy, layouts, etc. to AE's for client approval.

**PRIORITIES:**

1. Tasking all production personnel so they are ALWAYS on a project (billable preferred).
2. Supporting the corporate culture priority of not needing to work overtime and not causing stress within the office (ie. Keep projects well planned).
3. Keeping staff happy and on track, with the tasks, they need to do to stay on schedule
4. Workflow is efficient and the right stuff is getting done by the right people
5. Continuously probing / monitoring AEs for upcoming work to ensure that nothing is idle.
6. Maintaining lists of extra projects that can be done by idle personnel.
7. Planning ahead on projects to monitor capacity / loads so management can prevent any issues.
8. Supporting operations manager in work processes and systems.

**MEASURES OF PERFORMANCE**

tbd

**ACKNOWLEDGEMENT**

I have reviewed and understand the above Job Description; believe it to be accurate and complete; and I can successfully fulfill each duty or task. I also agree that management retains the right to change this job description at any time.

The Job Description is effective until revised and properly approved.

\_\_\_\_\_  
Bookkeeper

\_\_\_\_\_  
Date

\_\_\_\_\_  
Operations Manager

\_\_\_\_\_  
Date