

MirriAd – Job Specification
Category: Video Post Production
Title: MirriAd, India -Head of Production

Location Mumbai (with international travel to the UK)
Hours of Work Normal work week with flexibility

Background

MirriAd (www.mirriad.com) delivers **Embedded Advertising** into videos ranging from user generated content up to studio quality productions. This allows **In Video Advertising**, as brands and objects can be placed into video streams, looking just like they were always there.

MirriAd has established a production facility in Mumbai where all such embedded advertising is performed on industry standard PC platforms using tools developed and owned by **MirriAd**. This facility receives videos in multiple formats as data files, tapes or hard disks and embeds brand and product images to a brief and quality standard defined by a Creative Services team.

Key to the operation's success is rapid turnaround to a quality standard acceptable to film-makers and other content producers. Typical assignments are the insertion of 2.5D or 2D objects into video streams over 15 seconds with special care for scene clues such as lighting, shadowing and reflections. Using standard and proprietary tools developed by **MirriAd** this would typically take a day or less per assignment per artist.

The Role and Responsibilities

The key objective for the role will be to manage the day-to-day delivery of videos, the compositor team(s), achieving agreed service levels and quality targets. Additionally, this person is expected to be a hands-on operator of the technology acting as a "super-user", being responsible for technology roll-out and training in the Mumbai office for existing and new staff.

- Hands on style and attitude as schedule dictates to ensure deadlines are met
- Create systems and processes that ensure quality targets, defined by MirriAd's Vice President of Creative Services, are achieved.
- Adherence to agreed service and quality levels
- Build and motivate a team to deliver against service levels
- Implement programmes to ensure attainment of business plan for growth and profit.
- Participate in developing policy and strategic plans.
- Comfortably bridge cultural divides between America, Europe, Africa and Asia
- Maintain contemporary knowledge of the industry and demonstrate leadership in media formats, ingestion and transcoding, etc.

The role is a senior production/on site production manager with full accountability for the smooth execution of projects, achievement of quality targets and business process implementation. In this capacity the role will report to the Indian General Manager operationally and Creative Services lead for projects.

Experience Required

- Traditional post production (broadcast &/or feature film) experience is a must!
- Proven management track record of leading and growing a creative team from 'small' to medium sized (30 employees) organization
- Experience and knowledge of: editing and compositing is critical (see desired equipment/sw packages below)
- Ability to organise on going equipment training sessions and seminars
- Ability to train new staff members as department grows and to enhance existing skills of team
- Ability to identify staff strengths and groom team is essential
- Understanding of a project pipeline process from receipt of video in multiple formats to export in the same format and medium
- Experience of on-line, ftp and other file transfer mechanisms
- Experience in multi-cultural and virtual worldwide organisations
- Fluency in verbal and written communication in English a must.

Knowledge and experience in the following is necessary:

Equipment/sw packages:

- Industry standard editing packages such as: AVID, SONY, Final Cut Pro, Adobe After Effects, Premiere a must, Quantel Hal/Henry/Editbox, Discreet Flame/Inferno helpful
- Industry standard art packages such as: PhotoShop, Illustrator a must, Quantel Paintbox, Discreet Flint/Flame helpful.
- 3-d experience of modelling, lighting and animation helpful: industry specific and standard software packages include: Maya, 3-d Studio Max, Softimage
- Tracking software packages including: L-VIS, Discreet, Quantel, Monet

Accountabilities:

1. Interact daily with the VP of Creative Services: updating on project progress and other matters. Follow up with written status reports on a regular basis.
2. Deliver people, processes and systems that under-write the business plan work volumes and quality requirements
3. Establish and maintain appropriate systems for measuring and reporting on all **AdLab** performance
4. Monitor, measure and report on operational issues, opportunities and development plans and achievements within agreed formats and time scales
5. Management and development of staff.