

Job Specification
MirriAd – Category: Post-Production
Title: Creative Services Assistant.

Location	New York area (Long Island or Manhattan)
Hours of Work	This is a full time staff position. Regular day shift hours however this is a 24 hour operation and <u>at times</u> 2 nd or 3 rd shift may be required.
Reporting to	MirriAd VP of Creative Services MirriAd
Salary & Benefits	BOE
Hire Date	Official hire date will be Dec 2007/Jan2008 but advanced work may be available for the qualified individual

Creative Services Assistant Role

The key objective for the role will be to assist Creative Services and at times Sales & Marketing as well as facilitating the day to day activities of the office. This will include organizing freelance schedules, answering phones, as well as some production of placing images into video streams using proprietary software on either a standard a PC or Mac. These insertions need to integrate into the source footage seamlessly and organically to appear as though they were there when shot. This requires knowledge of lighting, reflections, perspective and other artistic skills as well as technical knowledge and experience in video editing products.

Some simple insertions into low quality video may take the form of a 5 second 2D poster with no occlusion requiring only 10 minutes work, while others may be 3D objects with moving or multiple cameras requiring a treatment that may take a few hours.

The treatment of each insertion will be determined by a Creative Services team who will provide clear instructions on the treatment, also providing brand images in a suitable format and quality for the insertion.

Mandatory requirements:

- Prior production/post production experience or studies
- Experience in PowerPoint
- Experience in MS Word
- Pleasant phone voice and demeanour
- Although regular hours are for a day shift, must be able to work off hours if necessary.
- A desire to learn new things

Experience in any or all of the following

- Monet / Mokey
- Adobe Photoshop
- After Effects, Premiere or Final Cut Pro.
- Maya: Scripting, modelling and lighting
- Discreet Flame or Flint
- Quantel Hal, Paintbox or Henry/Editbox
- Combustion, Shake, Flame / Flint / Inferno
- Adobe Illustrator
- Avid: any of the Avid editing packages
- Microsoft PC applications and Apple Mac proficient
- Film, video and television production.
- Web design experience.

How to Apply

Please send cover letter and resume to contact@MirriAd.com

Portfolio may be required.

Training on our proprietary software, AdStation, will be provided free of charge.

All work will be done on MirriAd premises.

Looking for all skill levels from experienced to novice

Recent Design, Animation and Web grads welcome

MirriAd Corporate 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, referred to as **AdLab**, receives videos in multiple formats as data files, tapes or hard disks and brand images delivering the finished product to instructions provided 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 3D objects into video streams over 15 seconds with care for lighting and shadowing / reflections. Using standard and proprietary tools developed by **MirriAd** this would typically take 1 to 3 man-hours per assignment.