



Job Description

Job title:	Senior Producer Exec
Department/Brand:	Content / Lovimals
Reports to:	Director of Brands
Duration:	Permanent
Hours:	Full time
Office Location:	London, UK

About Jungle Creations

[Jungle Creations](#) is an award-winning social media-first publisher that exists to create ideas that get people to thrive online and in the real world. With offices in London and New York, the company owns and operates a number of hugely popular media brands. They each create and publish content across a number of different passion points, from food to women's interests and fitness, and they include; VT, Twisted, Four Nine, Craft Factory, Level Fitness, Futur3ology and Lovimals, which together have amassed over 125 million followers worldwide. Jungle Creations works with clients including the likes of Diageo, McDonald's and Unilever, to help them reach its audiences through impactful and engaging branded content which has seen the company win The Drum's sought-after 'Branded Content Team Of The Year' for the last four years in a row. Today the business has branched out into many offline ventures including Twisted: A Cookbook, a delivery-only restaurant business; Twisted London, and a Twisted IPA in collaboration with Brewgooder. Jungle Creations is also home to The Wild; an award-winning social media-first creative agency that helps brands turn heads and make it matter, specialising in social media management, multi-platform creative campaigns, branded content, production, influencer, and performance marketing.

Role Purpose

The Senior Producer Exec runs our animal brand, Lovimals. This person oversees the creation, scheduling and distribution of cross-platform content, managing a small team and growing the community globally. The Senior Producer Exec focus' on Facebook, TikTok and Instagram.



The ideal Senior Producer Exec is passionate about animals, has experience managing a social media channel, possesses the ability to source great content and is widely versed in social video trends and strategy.

Key Responsibilities

- Work with the Director of Brands and Director of Social to meet brand revenue and view targets
- Manage a small team to source and edit social-first content that sets Lovimals apart from competitors
- Own the schedule and optimise to meet performance targets
- Develop series ideas and solutions to new platform developments, such as Facebook reels
- Report weekly on analytics cross-platform and share observations and learnings to improve performance

Background and Experience

- Experience working for a social media publisher and managing a social media page
- Understanding of video editing and social-first video
- Experience with developing social media strategies
- The ability to source video content with the potential to go viral
- Management experience
- Excellent interpersonal skills
- A keen eye for detail
- Excellent written and verbal communications

Skills & Competencies

- Organisation
- Multi-tasking
- Prioritisation
- Time management
- Communication
- Problem-solving
- Creative thinking
- Relationship building



- Resilience
- Collaboration
- Innovative
- Adaptability
- Attention to Detail
- Sharing (learning, knowledge, ideas)
- Accountability

All employees are expected to comply with the company code of conduct, act professionally with colleagues, and treat colleagues and the workspace with respect. It is your responsibility to ensure your behaviour, attitude and appearance always positively reflect Jungle Creations and doesn't do anything that would bring the reputation of the company into disrepute or cause a loss of confidence in its work.

Measures of success and key stakeholders:

Employees are monitored with bi-annual KPIs to measure their performance; these KPIs comprise both skills and behavioural competencies. Jungle is committed to rewarding those employees who consistently exceed their bi-annual KPIs and will ensure those employees advance within the business.

KPIs:

- Meet Lovimals revenue targets
- Grow Instagram and TikTok
- Launch new series and short-form formats across Facebook
- Produce weekly and monthly reports

Key stakeholders:

- Director of Brands
- Director of Video
- Director of Social Strategy

We want you to add to our culture

At Jungle Creations, we aim to ensure our workforce reflects our diverse society. Our different



ideas, perspectives and our respect for one another enables us to be innovative, creative and build a sense of belonging that actively encourages our people to add to our culture. We want everyone to feel that Jungle Creations is a place where they belong and that is the reason why we look for the cultural add, not the cultural fit.

Our mission

'We exist to create ideas that get people to thrive online and in the real world'

Our values

This is who we are. These qualities are the things we look for in new Jungle talent, the things we celebrate and reward our people for, and the things clients discover about us and our work.

Collaborate.

Whether in a small or large capacity, every one of our departments work in collaboration with each other. Encouraging this total collaboration means our people can team up with ease, and create the perfect environment for idea sharing, creative thinking, and working closely with clients and partners alike.

Innovate.

In a business and world that is forever changing, we pride ourselves on how agile and adaptable we are. Striving to experiment, take risks and be bold, Jungle celebrates how quickly its people can innovate and move with the times, ensuring we are at the forefront of change and the best in the industry.

Champion.

We champion our people, their ideas, and their differences. Our people respect one another and the things that make each of us unique. We aim to support all voices internally and reflect this in our work. We actively encourage our people to add to our culture and want everyone at Jungle to feel that they belong.

Post Covid-19 Plan

We have carried out a full risk assessment and have moved to a permanent hybrid working system that sees staff split their time between the office and home (government guidelines allowing). Each team differs in terms of their in-office expectations so feel free to discuss this during your interview process.