

Job Description: Associate Producer

This is an extraordinary opportunity for the right candidate to contribute meaningfully as we build the first digitally native next-gen lifestyle brand. Our Associate Producer will play a key role in the growth of PLAE globally, as well as within our ECom team. You will be responsible for executing the day-to-day marketing and production activities needed to support PLAE's rapid growth in all markets and channels.

The ideal candidate is incredibly detail-oriented, organized and responsible, yet flexible in responding to the business needs. You're a rock star at juggling multiple tasks, and staying exceptionally organized along the way. This job is a healthy combination of left and right brain. Like all members of the PLAE team, you need to embrace and be a champion of PLAE's values including achieving big things, demonstrating the highest level of respect and integrity, teamwork, and most importantly - having fun.

General Responsibilities Include but not limited to:

MARKETING/EVENTS

- Work with our Director of Brand Strategy + Media to support idea generation / planning / logistics / and on-site help with events
- Outreach with potential collaborators and strategic partners
- Assist in research and targeting influencers and tastemakers for specific campaigns
- Assist with PR-related efforts including processing orders, maintaining contact sheets, etc.
- Marketing / PR / Event Research as needed
- Maintain production calendar and all facets of content creation
- Assist Events Producer with various fashion show production tasks as needed including but not limited to model management, research, partnership outreach, logistics, event amplification and event production

PRODUCTION

- Research and scout locations, set designs / props and all pre-production needs
- Create storyboards and concepts for campaigns prior to shooting, including styling/mood boards
- Responsible for all pre, post and day of production needs including but not limited to booking models, creating call sheets, securing locations, etc.
- Coordinate all shoots - organize models, wardrobe, props, craft services, locations, and release forms, both in office and on-set.
- Manage and maintain model contact list, model photo binder, production binder, and shoot sheets
- Send vouchers and photos to participants post-shoot and follow-up
- Upkeep and organization of photography shoes, props, wardrobe, and all event and production related materials at PLAE storage and studio
- Assist in wrangling and managing parents and kids during live shoots
- Research, acquire and manage wardrobe for models including stylists and brand outreach
- Various administrative tasks as needed
- Assist in other projects as needed in an ever-changing environment.

**must have a reliable car, travel as needed, with weekend projects/shoots from time to time

SOCIAL MEDIA

- Brainstorm and create content for PLAE's social media profiles and presence, including Facebook, Pinterest, Twitter and Instagram
- Maintain social media calendar and assets
- Staying on top of social media updates, trends, and brand business practices'

If you are passionate about becoming a hands-on team member and helping create an enduring consumer brand with phenomenal commercial success, contact us at trinh@plae.co.