

# Senior job roles

---

These are the people who oversee a project and manage it, often from start to finish. They are usually involved somehow in **all three stages** of the production process

There are **five** senior job roles that you need to know about

## Campaign manager

Plans and manages the marketing and advertising campaigns for a product.  
For a film this will involve organising the release of trailers, billboards, adverts, YouTube teasers etc...

## Creative director

Leads a team of graphic designers, illustrators, copy writers, photographers and others.  
They co-ordinate the ideas for creative content and make sure they are developed properly

## Production manager

Makes sure everyone does their job by managing the whole project. This is particularly important on a large project  
This includes organising schedules and keeping things on budget

## Editor

Controls all aspects of a print publication, such as a newspaper or magazine  
They set the overall message for a publication.  
Part of their job is to plan, organise and give the right creative jobs to the right people and make sure they the final product is right

## Director

The lead creative person on a film, radio or TV project  
They work to plan and organise everyone involved and set the overall creative direction for the project  
It may take years for a director to take a film from an idea to a final product