

Global Content Producer

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

To provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

JOB TITLE: Global Content Producer

LOCATION: New York, NY/TBD

REPORTS TO: Executive Producer

TYPE: Fulltime/Exempt

SALARY: \$85k-\$95k

Note: Relocation and any associated costs are the sole responsibility of the person hired for this position.

Overview

The Global Content Producer supports the Executive Producer in overseeing end-to-end planning, coordination, and execution of photo and video productions. This role plays a critical part in ensuring that all content is delivered on time, within budget and to the highest professional creative standards. As a member of the Global Content House team, a dynamic collective of creatives, producers and strategists-the Producer collaborates across internal departments, external vendors and creative partners to provide seamless logistical and organizational support throughout every stage of production. This role requires a proactive, detail-oriented professional with a passion for storytelling, production excellence and global brand content to provide organizational and logistical support throughout all phases of production.

Responsibilities

- Assist in the development and project management of photo and video content.
- Coordinate production logistics, including schedules, budgets, call sheets, locations, and vendor bookings.
- Support the creation of treatments, storyboards, and production concepts.
- Maintain clear communication with the Executive Producer, internal departments, and external service providers.
- Prepare and organize production documentation (e.g., PPM materials, contracts, insurance documentation).
- Track budgets and monitor production costs in alignment with approved goals.
- Support buyout and licensing procedures and assist in managing supplier negotiations when required.

- Help identify and troubleshoot production-related issues to ensure smooth execution.
- Ensure transparency of project status by maintaining up-to-date documentation and reporting.
- Research industry trends, suppliers, and creative resources as directed by the Executive Producer.

Relationships

- This role is based within the Global Content House team, a collaborative group of creatives, producers, and strategists responsible for developing global content for Birkenstock. The position requires close coordination with team members across creative, production, and strategy functions to ensure alignment and high-quality execution of campaigns.
- Collaborates with external service providers, vendors, and production partners.

Qualifications

- Bachelor's degree in a related field or equivalent work experience.
- **Minimum of 3 years' experience working directly on Birkenstock accounts.**
- 5 years of content production experience (photo, video, or related field).
- Strong organizational skills with keen attention to detail.
- Excellent communication and interpersonal skills.
- Ability to manage multiple priorities under pressure and meet tight deadlines.
- Proficiency with MS Office Suite; familiarity with production-related software and tools a plus.

Competencies and Personal Skills

- Team-oriented with strong collaboration skills.
- Flexible, adaptable, and able to handle shifting priorities.
- Professional, diplomatic, and solution oriented.
- Demonstrate initiative while working under the guidance of the Executive Producer.

Working Conditions

- Combination of office-based, remote work, and on-set production.
- Some domestic and international travel required occasional extended hours during production periods.

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.

