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A day in the life of a...

Controller of Production and Operations, ITV Creative

Anna Waldeck-Evans

Tell us about your department

ITV Creative is ITV's in-house creative ad agency, working within Group Marketing. We are responsible for creating and producing on and off air campaigns for all of the ITV channels and services. We do the marketing for big entertainment shows – everything from Britain's Got Talent and I'm a Celebrity Get Me Out of Here, to the soaps and drama programming. The department is made up of Creatives, Designers, Producers, Campaign Managers, Continuity, Traffic Management, Post Production and Systems Support. The team work together to deliver a huge volume of campaigns for programming across ITV, ITV2, ITV3, ITV4, ITVBe, CITV, ITV Hub and more.

What's your role?

I'm responsible for the Production and Operations team and the smooth, operational running of the department. I'm also involved in a number of projects and cross-ITV initiatives. They include being responsible for our marketing campaign management system, ITV Phoenix which supports end to end campaign production workflow, designed by us for us; a project to subtitle promotions across all our channels from May; and ensuring we are producing sustainably (as part of the ITV Productions Green Team). ITV Creative is the first UK in-house agency to be albert-certified for promotions production!

I am also the Marketing representative bringing together ITV Channel Ops, Studio Technology and Studio Production teams to ensure we are working collaboratively, reducing risk to on air and finding new opportunities for Marketing. When new platforms are launched, I am also involved in the finance and operational setup for the production of all marketing assets.



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What's work like day to day?

Almost every day I do something different, working in a very creative environment, always learning something new and helping teams to overcome challenges. I love being involved in multiple workstreams and having to problem solve and lead the team. I tend to be split between five or six things a day - today I'm meeting the Director of Operations, attending an internal Feel Good event, working on a job description and meeting the Media Planning team to talk about current activity. Flexible working helps me focus and think more strategically and I work from home half a day a week. Quite a few of the teams work flexibly and it's encouraged if the job allows.

What advice would you give to someone?

Talk to people, be inquisitive, get advice from the experts and get involved wherever you can. Look for any opportunity to be part of something that helps develop your skill sets and gives you more hands on experience, and strive to develop your network of industry contacts and friends. And finally, be prepared to work hard and you will be rewarded.

How did you get onto the career path that you're now on?

I joined ITV in June 1998 as a very keen Production Assistant. Before that, I spent many school holidays in a production office and helping on shoots. I got my first 'proper' TV job while still at university, working as a Runner and Production Assistant for Capron Productions who were producing the Trade Union Conference in Brighton. This resulted in a permanent job the week I left university, working as a Production Secretary on BBC's Question Time. The best bit of that job was meeting my husband who was in the audience!

There are great opportunities for people coming into ITV – we have so many different roles and you can move around the business. We offer events and talks; Learning and Development; mentoring; secondments. It's all there for the taking.

What network are you in? And why do you like being a part of this particular network?

I'm in ITV Balance (the Working Family Network), the Women's Network, the Disability Working Group. And I've just started as a Mental Health Champion. These forums help us to be an inclusive employer and you get the opportunity to hear from fantastic speakers, learn to manage diverse teams, widen your network and also contribute to future initiatives.



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