PARTICLE6|PRODUCTIONS

Job Title: Creative AI Producer (TV, Film & Commercial)
Location: Hybrid (London-based)

About Particle6

Particle6 is an award-winning creative production company blending boundary-pushing storytelling with cutting-edge AI. From original TV series and documentaries to brand campaigns and immersive content, we use the latest AI tools to enhance the creative process across broadcast and commercial work.

About the Role

We're looking for high-level Creative AI Producers to lead the development and execution of innovative projects that fuse traditional storytelling with emerging technology. You'll work across our broadcast and commercial portfolio—generating and shaping ideas, managing creative production, and applying AI tools to elevate the process and final product.

This is a pivotal role for a creatively ambitious individual who understands the production process but thrives in a future-facing, experimental environment. You'll be part storyteller, part technologist—with an eye for ideas that sell and the tools that scale them. You'll also play a key role in keeping projects running smoothly, with oversight on budgets and schedules in collaboration with the CEO and Production Coordinator. You will also manage a team of AI pre and post-production creatives.

What You'll Be Doing

● Creative Development: Leading the ideation and refinement of original concepts across unscripted and scripted TV, branded content, and digital campaigns.

● AI-Driven Content Creation: Harnessing tools like Veo 3, Sora, MidJourney, ChatGPT, Runway, and ElevenLabs to prototype, visualise, and generate assets and workflows.

● Pitch Leadership: Creating and overseeing compelling pitch decks, sizzles, and proof-of-concept materials for broadcasters and clients.

● Production Integration: Collaborating with directors, editors, and technologists to embed AI in pre-production, production, and post workflows.

● Oversight of Budgets & Schedules: Working with the CEO and Production Coordinator to scope, manage, and monitor project budgets and timelines—ensuring creative ambition is

matched by operational efficiency.

● Team Leadership: Line managing a small, dynamic team of AI creatives across pre- and post-production to deliver world-class content and optimise workflows.

● Client Collaboration: Interpreting creative briefs, presenting ideas, and leading client-facing development conversations.

● Talent & Casting Input: Shaping the creative voice of each project through sourcing talent, and casting contributors.

● Trend Spotting: Staying ahead of cultural and technological shifts in entertainment, AI, and audience behaviour to inform creative strategy.

● Live Action Directing: Directing live-action shoots across factual content, from studio interviews to observational filming and presenter-led projects.

● Pre-Production Oversight: Managing the planning of live-action shoots in collaboration with DOPs, the Production Coordinator, and wider production teams.

● Edit Producing: Overseeing the edit process—working closely with editors and AI-driven workflows to shape projects through post-production.

What We're Looking For

● Proven experience developing creative ideas across TV, film, and branded content—ideally with broadcast credits or commercial campaigns.

● Demonstrable use of AI tools in creative development and production—whether for prototyping, scripting, visualising, or automation.

● Strong storytelling and visual communication skills, with the ability to lead the creation of high-quality pitch materials.

● Experience managing or overseeing budgets and schedules within a production context.

● Experience leading or line managing small creative or production teams.

● Comfortable working in fast-paced environments with cross-functional teams, combining creative and technical skillsets.

● A proactive, curious mindset and a passion for experimenting with emerging creative technology.

● Experience with editing software (e.g., Adobe Premiere Pro), design platforms (e.g., Canva), and AI platforms (e.g., Runway, MidJourney, ElevenLabs, ChatGPT).

Please contact **hiring@particle6.com** for any questions or if you require any accessible adjustments to the application process.