

<b>SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - PRODUCER - FILM* (CASTING)</b>		
<b>Sector</b>	Media	
<b>Sub-sector</b>	Film and Video	
<b>Track</b>	Content Production and Management	
<b>Sub-track</b>	Production - Film	
<b>Occupation</b>	Film/Video/Broadcast Producer	
<b>Job Role</b>	<b>Producer - Film* (Casting)</b>	
<b>Job Role Description</b>	<p>The Producer - Film leads the end-to-end management of film production from a creative and operational perspective. He/She oversees and manages the entire lifecycle of film production from the ideation of content to pre-production, production, post-production to finally reaching the audience by distribution. He performs creative as well as management responsibilities and leads a team responsible for the creative coordination and logistical management of production to ensure smooth production operations. He leads production operations and spends long hours on the production location. He is also required to liaise with multiple internal and external stakeholders to have his proposals approved.</p> <p>In some instances, he is also responsible for the hiring of the right cast for the production to enable the achievement of the creative vision of the production</p> <p>The work involves leading projects or teams and provision of guidance to the production department in identifying projects with high customer and/or audience appeal and monetisation potential. He is expected to liaise with external and internal stakeholders.</p> <p>He should have a flair for translating an idea or story into the desired end product. He needs to have a pulse of the audience to understand the type of content would succeed and should therefore be produced. He also needs to be an expert project manager to deliver a project on time and within budget.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Conceptualise ideas for content	Research opportunities in literary works, stories, ideas and concepts for production potential
		Acquire rights to suitable scripts and literary content for the purpose of developing into films or video content
		Guide the scriptwriting teams to convert ideas into screenplays
		Approve storyboards after review in collaboration with the creative leadership
	Coordinate pre-production operations	Hire key members of the creative leadership team
		Contribute to the hiring of talent for key roles by collaborating with production teams
		Conduct script readings and rehearsals for key cast members by collaborating with production teams
		Review the production schedules based on budgetary and time considerations
		Approve the production schedule after review based on budgetary and time considerations
	Secure funding and sponsorships	Contribute inputs to source funds for approved production projects
		Develop the overall budget estimates for suitable ideas or proposals
		Support in the negotiations with the financiers and provide options for on-screen branding and/or profit sharing models
	Manage production operations	Approve script changes based on inputs from creative leadership teams during shooting
		Oversee day-to-day management of production operations including shooting as well as backstage operations
		Review production progress and budgetary adherence by reviewing production reports on a regular basis
Manage post-production operations	Provide creative inputs during the post-production phase	
	Drive quality control of content to meet industry and market specifications	
	Maintain constant communication to guide post production teams	

	Manage teams and/or department	Communicate common goals, direction and accountability among staff		
		Develop staff by coaching, mentoring and engaging in career discussions		
		Exhibit effective performance management practices within department in accordance with organisational policies and procedures		
		Monitor budgets, forecasting, work allocations and staffing of the various departments		
	<b>Specialisation in Casting</b>			
	Determine talent for production	Develop casting briefings with creative leadership teams for the purpose of evaluating talent		
		Review shortlisted talents' major works and casting tapes to evaluate suitability for specific roles		
		Finalise list of actors to be invited for auditions via the casting call		
		Communicate availability of preferred actors to the creative leadership teams		
	Conduct auditions for talent	Conduct auditions with creative leadership teams in attendance to evaluate actors for major roles in the production as per the casting briefing		
		Lead discussions to make decisions on call-backs after initial auditions		
	Deliver cast for production	Make offers to talents for major roles after approval from creative leadership teams		
		Facilitate the finalisation of contracts with actors for major roles in the production		
		Review exceptions to budgetary and contracting norms with the creative leadership teams		
		Deliver the entire cast required for the production within the allocated casting budget		
	<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>
Business Negotiation		Level 5	Decision Making	Advanced
Content Distribution		Level 5	Creative Thinking	Advanced
Crew Selection		Level 5	Problem Solving	Advanced
Emergency Response Management		Level 5	Resource Management	Advanced
Market Evaluation		Level 4	Leadership	Advanced
Fundraising and Sponsorships		Level 5		
Legal and Compliance Management		Level 5		
Marketing Strategy		Level 5		
Procurement for Production Operations		Level 5		
Production Budget Management		Level 5		
Talent Casting		Level 5		
<b>Programme Listing</b>		For a list of Training Programmes available for the Media sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/Media">www.skillsfuture.sg/skills-framework/Media</a>		

The information contained in this document serves as a guide.  
 Note: \*Text in brackets refer to specialisations included in the job role