

SKILLS FRAMEWORK FOR MEDIA		
SKILLS MAP - EXECUTIVE PRODUCER - FILM		
Sector	Media	
Sub-sector	Film and Video	
Track	Content Production and Management	
Sub-track	Production - Film	
Occupation	Executive Producer	
Job Role	Executive Producer - Film	
Job Role Description	<p>The Executive Producer - Film leads the development and execution of production plans for multiple productions and provides direction regarding the nature of the content to be produced by the organisation based on creative and commercial rationale and driven by strong customer and/or audience insights. He/She is responsible for evaluating the creative and commercial aspects of content proposals, in consideration of the overall content strategy and makes business decisions to approve and fund the project. He should also seek external financing for the approved projects if required. He is also responsible for driving the monetisation strategy and plans for the projects he approves. He should also seek legal clearances, where required, to protect the interests of the organisation.</p> <p>The work involves business leadership and provision of guidance to the production department in identifying projects with high customer and/or audience appeal and monetisation potential. He should also liaise with external and internal stakeholders. He is also expected to represent the organisation in external events or functions.</p> <p>He ought to be resourceful with extensive industry networks. He should have a strong commercial acumen to analyse the monetisation potential of an idea. He should also be adept at communication and negotiation to enable effective stakeholder management.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Conceptualise ideas for content	Develop overall content strategy for the organisation by collaborating with leadership teams
		Leverage on insights from viewership statistics, content consumption patterns and audience behaviour to determine the kind of content that would be successful
		Oversee research on opportunities in existing stories, ideas and concepts to provide inputs for production potential
		Engage in dialogue with content management teams for make-or-buy decisions for identified ideas or concepts
		Review creative and commercial aspects of internal and external proposals in light of the production plan and commercial potential
		Drive the identification of suitable scripts and literary content to obtain acquisition rights for the purpose of developing into films
		Seek legal clearances for production by liaising with external stakeholders
	Coordinate pre-production operations	Develop annual production plans for the organisation in terms of productions, genre, new ideas or concepts, target audience and demographics in alignment with the overall content strategy
		Lead the hiring process and make decisions for hiring key creative leadership positions
		Provide inputs on location based on commercial considerations
		Oversee the production plan and schedule and provide inputs based on timelines and commercial considerations
		Review production budget for approval after making necessary modifications in light of available funding, monetisation potential and project requirements
	Secure funding and sponsorships	Identify financiers, banks and other external sources to seek financial backing and sponsorship for the production project
		Lead the preparation and presentation of pitches to prospective financial and sponsorship partners
		Lead negotiations on terms for financial backing, sponsorships etc. and strike deals for supporting the production project
		Approve funding for suitable projects with desirable monetisation potential
		Drive corporate deals for branding and merchandising by collaborating with sales and marketing teams
	Manage production operations	Review production progress and budgetary adherence using production reports to update key stakeholders on project progress
		Approve budget increase and schedule extension for contingent requirements based on sound financial logic
	Drive monetisation of content	Develop a marketing plan for the produced films by collaborating with marketing teams
		Participate in industry events such as premieres, launches, film festivals and award shows for marketing the content
		Provide support to the sales team on the target audience, marketability and commercial potential to facilitate the sales process
		Develop the distribution plan including pricing for territories and platforms by collaborating with sales and distribution teams

	Manage teams and/or department	Set the direction for functional management including budgets, work allocations and staffing		
		Manage career development and succession planning for key positions within the function with regards to HR strategies		
		Enable performance excellence by developing talents and setting of clear objectives		
		Contribute to the development of the overall business strategy		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Negotiation	Level 6	Decision Making	Advanced
	Content Distribution	Level 5	Global Mindset	Intermediate
	Fundraising and Sponsorships	Level 6	Leadership	Basic
	Market Evaluation	Level 5	Sense Making	Intermediate
	Marketing Strategy	Level 6	Resource Management	Advanced
Programme Listing	For a list of Training Programmes available for the Media sector, please visit: www.skillsfuture.sg/skills-framework/Media			

The information contained in this document serves as a guide.

Note: *Text in brackets refer to specialisations included in the job role