

SKILLS FRAMEWORK FOR MEDIA		
SKILLS MAP - ASSISTANT PRODUCER - BROADCAST* (CASTING)		
Sector	Media	
Sub-sector	TV and Broadcast	
Track	Content Production and Management	
Sub-track	Production - Broadcast	
Occupation	Film/Video/Broadcast Producer	
Job Role	Assistant Producer - Broadcast* (Casting)	
Job Role Description	<p>The Assistant Producer - Broadcast supports various phases of broadcast content production by coordinating the business and creative aspects of the production. He/She is responsible for managing day-to-day aspects of the creative production operations by liaising with key cast and crew, implementing schedule and script changes under guidance and ensuring a smooth transition from production to post-production phase. He also conducts location searches based on the briefs provided to suggest suitable locations and materials while managing the necessary requirements from scripts, budgetary constraints as well as regulatory requirements.</p> <p>He may be required to manage the end-to-end casting process including conducting research to identify upcoming talent, communicating requirements to talent agencies using casting calls, coordination of the audition process as well as the contracting process with the finalised cast.</p> <p>He is an individual contributor with primarily project management and some creative responsibilities. He is expected to coordinate with a number of internal and external stakeholders in order to perform these responsibilities.</p> <p>He needs to have an eye for detail and be meticulous to be able to plan, organise and manage his stakeholders well. A flair for creative storytelling will enable him to provide inputs for script refinement as well as communicate creative changes during production.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Coordinate pre-production operations	Contribute creative content ideas and research for refining script during pre-production
		Assist in the hiring of key production crew
		Coordinate the contracting process for hiring key cast and crew
		Identify location requirements from scripts or programme outlines, to assess suitability of locations based on commercial and regulatory considerations
		Develop the production schedule by collaborating with production teams
	Manage production operations	Manage day-to-day production operations by coordinating with the creative crew and cast
		Explain the details of the shots such as camera angles, stance and motion in the scene and usage of props to talents
		Create sequencing of the shots as per the shot list in the daily production schedule
		Oversee the continuity of set elements, props, backgrounds and lighting across shots for the same scene
		Maintain communication with production crew across departments
	Manage post-production operations	Organise viewings for edited content in post-production suites
		Coordinate the handover of project materials from production to post-production departments
		Maintain regular communication between the production and post-production teams
		Monitor progress of technical post-production vendors to ensure smooth and timely post-production process
	Track production progress	Record production progress by analysing updates from various teams
		Identify major issues causing budgetary overruns and production delays
		Implement measures to improve production status by coordinating with key cast and crew
	Specialisation in Casting	
	Determine talent for production	Identify an initial list of potential talent suited for the production
Screen potential candidates based on their casting tapes and portfolios for specific roles based on the casting requirements briefing		
Provide the identified shortlist to production teams in order to finalise audition invites		
Coordinate availability of actors under consideration		

	Conduct auditions for talent	Coordinate the logistics of the auditions process such as booking of venues, arranging required materials and meals		
		Invite actors for auditions using casting calls by coordinating with talent and talent agencies		
		Conduct auditions for smaller roles for the purpose of assembling the entire cast of the production		
		Communicate call-backs and auditioning results to the actors		
		Recommend suitable actors for support roles		
	Deliver cast for production	Discuss terms and conditions with actors for support roles		
		Communicate support role offers to actors		
		Draft contracts for the entire production cast by collaborating with the legal team		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Negotiation	Level 3	Creative Thinking	Intermediate
	Concept Creation	Level 3	Communication	Intermediate
	Contract and Vendor Management	Level 3	Decision Making	Advanced
	Creative Storytelling	Level 3	Interpersonal Skills	Intermediate
	Crew Selection	Level 3	Problem Solving	Intermediate
	Emergency Response Management	Level 2		
	Legal and Compliance Management	Level 3		
	Location Scouting	Level 3		
	Procurement for Production Operations	Level 2		
	Production Budget Management	Level 3		
	Production Operations	Level 2		
	Production Planning and Scheduling	Level 3		
	Research	Level 3		
	Talent Casting	Level 3		
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