

| SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - PRODUCER - BROADCAST* (CASTING) | | |
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| Sector | Media | |
| Sub-sector | TV and Broadcast | |
| Track | Content Production and Management | |
| Sub-track | Production - Broadcast | |
| Occupation | Film/Video/Broadcast Producer | |
| Job Role | Producer - Broadcast* (Casting) | |
| Job Role Description | <p>The Producer - Broadcast leads the production of broadcast content by managing the production operations and budgets, providing creative direction to the production cast as well as overseeing post-production processes to lead the content to completion. He/She is responsible for ensuring the script readiness for production by collaborating with scriptwriters to develop the script in episodic series. He oversees the filming of the content and provides creative direction during filming. He manages the overall production operations, resolving issues and recommending solutions to improve the operations. He performs creative as well as management responsibilities and leads a team of roles responsible for the creative coordination and logistical management of production.</p> <p>In some instances, he is also responsible for 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> | |
| Critical Work Functions and Key Tasks | Critical Work Functions | Key Tasks |
| | Conceptualise ideas for content | Research stories, ideas and concepts for production potential |
| | | Develop ideas and/or concepts into a script for broadcast by collaborating with scriptwriters |
| | | Lead the development of the scripts into an episodic series |
| | | Lead the development, presentation and approval pitch for the extension of the storyline beyond the initially developed story for the continuity of the series |
| | | Create storyboards from the script by collaborating with the production teams |
| | | Lead the presentation of the story for production approval |
| | Coordinate pre-production operations | Execute script changes based on review or production constraints |
| | | Conduct script readings and rehearsals for key cast members |
| | | Provide inputs for the creation of the production schedule |
| | Manage production operations | Oversee day-to-day management of production operations, including filming as well as backstage operations |
| | | Analyse production operations to take appropriate action to prevent delays and budgetary overruns |
| | | Provide inputs to compose the visual details of each shot as per the storyboard by finalising camera angles, lighting, positioning and movement of actors |
| | | Review production progress and budgetary adherence on a regular basis |
| | | Guide the actors regarding the vision of the scene and the shot requirements during takes |
| | | Oversee takes using production monitors and advise crew and cast on re-takes |
| | Manage post-production operations | Review edited content in viewings with senior leadership and post-production team |
| | | Provide creative inputs during the post-production phase |
| | | Maintain constant communication to guide video and sound editing teams |
| | | Drive quality control of content to meet industry and market specifications |
| Drive creation of trailers and content descriptions to be utilised for marketing | | |
| Manage teams and/or department | Communicate common goals, direction and accountability among staff | |
| | Develop staff by coaching, mentoring and engaging in career discussions | |
| | Drive effective performance management practices within department in accordance with organisational policies and procedures | |
| | Monitor budgets, forecasting, work allocations and staffing of the various departments | |

| Specialisation in Casting | | | |
|--|--|-------------------|--------------|
| 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 auditioning | | |
| 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 | | |
| Skills and Competencies | | | |
| Technical Skills and Competencies | Generic Skills and Competencies (Top 5) | | |
| Business Negotiation | Level 5 | Creative Thinking | Advanced |
| Concept Creation | Level 5 | Problem Solving | Advanced |
| Contract and Vendor Management | Level 5 | Teamwork | Advanced |
| Creative Storytelling | Level 5 | Decision Making | Advanced |
| Crew Selection | Level 4 | Leadership | Intermediate |
| Direction | Level 5 | | |
| Emergency Response Management | Level 4 | | |
| Market Evaluation | Level 4 | | |
| Fundraising and Sponsorships | Level 5 | | |
| Immersive Design | Level 5 | | |
| Legal and Compliance Management | Level 4 | | |
| Location Scouting | Level 4 | | |
| Procurement for Production Operations | Level 3 | | |
| Production Budget Management | Level 4 | | |
| Production Operations | Level 4 | | |
| Production Planning and Scheduling | Level 4 | | |
| Talent Casting | Level 4 | | |
| Video Editing | Level 4 | | |
| 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