

<b>SKILLS FRAMEWORK FOR MEDIA</b>		
<b>SKILLS MAP - EXECUTIVE PRODUCER - BROADCAST</b>		
<b>Sector</b>	Media	
<b>Sub-sector</b>	TV and Broadcast	
<b>Track</b>	Content Production and Management	
<b>Sub-track</b>	Production - Broadcast	
<b>Occupation</b>	Executive Producer	
<b>Job Role</b>	<b>Executive Producer - Broadcast</b>	
<b>Job Role Description</b>	<p>The Executive Producer - Broadcast drives the execution of the organisation's content strategy and provides direction regarding the nature of the content to be produced 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 take business decisions to approve and fund the project. He should also seek external financing and sponsorship for the approved projects if required. During the phases of production and post-production, he reviews content and provides creative inputs as well as gives the final approval for content release. He is also responsible for driving the monetisation strategy and plans for the projects he approves.</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 is expected to liaise with external and internal stakeholders.</p> <p>He should be resourceful with extensive industry networks. He should also have a strong commercial acumen to analyse the monetisation potential of an idea. He ought to also be adept at communication and negotiation to enable effective stakeholder management.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	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 the 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 identification of suitable formats, scripts and literary content in order to obtain acquisition rights
		Facilitate communication with external stakeholders to seek legal clearances for the production
	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
		Oversee the production plan and schedule to provide inputs based on timelines and budgetary considerations
		Oversee casting process for key roles
		Make hiring decisions for key creative leadership positions based on recommendations provided
		Approve hiring of production crew based on experience and suitability for project
		Provide inputs on location based on commercial considerations
	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 and so forth, 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		
Manage post-production operations	Review content during production phase to provide creative inputs	
	Approve ongoing changes to script or any other creative aspects based on recommendations from the creative leadership or on compliance grounds	
	Drive post-production editorial decision making with creative inputs during editorial viewings	
	Approve final content for release and distribution	

	Drive monetisation of content	Develop a marketing plan for the produced films by collaborating with marketing teams				
		Develop the distribution strategy and territory-wise and platform-wise pricing for produced content by collaborating with sales and distribution teams				
		Participate in industry events such as premieres, launches and award shows for marketing the content				
		Provide support to the sales team on 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 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						
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>			
	Business Negotiation	Level 6	Decision Making	Advanced		
	Concept Creation	Level 6	Leadership	Advanced		
	Content Distribution	Level 4	Communication	Advanced		
	Creative Storytelling	Level 5	Creative Thinking	Advanced		
	Crew Selection	Level 5	Teamwork	Intermediate		
	Emergency Response Management	Level 5				
	Fundraising and Sponsorships	Level 6				
	Legal and Compliance Management	Level 5				
	Market Evaluation	Level 5				
	Marketing Strategy	Level 5				
	Production Budget Management	Level 6				
	Talent Casting	Level 5				
	Video Editing	Level 4				
<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.