

<b>SKILLS FRAMEWORK FOR MEDIA</b>		
<b>SKILLS MAP - SENIOR PRODUCER/PRODUCER - NEWS</b>		
<b>Sector</b>	Media	
<b>Sub-sector</b>	TV and Broadcast	
<b>Track</b>	Content Production and Management	
<b>Sub-track</b>	News Reporting and Production	
<b>Occupation</b>	News Producer	
<b>Job Role</b>	<b>Senior Producer/Producer - News</b>	
<b>Job Role Description</b>	<p>The Senior Producer/Producer - News is responsible for managing the daily news agenda, overall news content and flow of a newscast. He/She has an overview of the agendas being pursued and looks out for newsworthy stories that will attract and engage target audience. He manages the resourcing of news content and is responsible for assigning news stories to internal teams. He is also required to edit scripts and reports that are submitted for the newscast and ensure that editorial guidelines and policies set by the organisation are adhered to. He is in charge of maintaining the newscast's presence and image on social media platforms and monitors the competitors' activities and trends. In addition, he collaborates with the production teams to ensure continuity of content across different programmes throughout the day.</p> <p>He typically works in a newsroom but may be assigned field activities at times. He should be able to adapt quickly to changes and perform well in a dynamic environment.</p> <p>He should have knowledge of local and international current affairs. He should also have relevant experience working with production set-ups and have an understanding of the operations of cameras, sound systems and editing systems. He ought to be an effective communicator with understanding of verbal and written communication. He is a good people manager and is able to coach and mentor team members.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Produce news content	Update knowledge on local and international news, current affairs and other assigned segments
		Monitor the industry, competitive activities and viewers' feedback to provide inputs that guide the development of news programme concepts
		Provide inputs to guide the development of news programme concepts
		Grow relationships with key industry influencers by building credibility and trust
		Develop news content strategy based on competitors' activities and preferences of target audience
		Review news content to ensure alignment to the news story angle and technical requirements
		Compile news stories to prepare the lineup for news bulletins based on allocated time and order for stories
		Direct programme flow to ensure continuity between each newscast broadcasted by the studio
	Manage news production operations	Participate in forward planning initiatives to manage resourcing for various assignments and projects
		Brief production teams before and after assignment to ensure salient news points are captured for specific stories
		Manage all copyright clearances and legal issues relating to materials used for broadcast
		Liaise with the production team to uphold the technical standards
		Lead collaborations with other teams to develop promotion strategies for upcoming newscasts
		Develop action plans to maintain a global presence using social media platforms
	Manage projects	Manage project to meet schedules, budget, manpower and technical quality targets
		Manage project discipline to document scope changes, issues and risks that affect implementation
		Assist users, technical staff and management to determine and resolve issues associated with project implementation
		Support regular project reviews to recommend schedule changes, cost or resource adjustments
	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		

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Legal and Compliance Management	Level 4	Communication	Intermediate
	News Bulletin Production	Level 4	Sense Making	Intermediate
	News Editing	Level 4	Interpersonal Skills	Advanced
	News Story Development	Level 4	Teamwork	Intermediate
	News Story Research	Level 4	Resource Management	Intermediate
	Production Operations	Level 3		
	Social Media Content Creation and Management	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.