

SKILLS FRAMEWORK FOR MEDIA				
SKILLS MAP - SENIOR PRODUCER/PRODUCER - CURRENT AFFAIRS				
Sector	Media			
Sub-sector	TV and Broadcast			
Track	Content Production and Management			
Sub-track	News Reporting and Production			
Occupation	News Producer			
Job Role	Senior Producer/Producer - Current Affairs			
Job Role Description	<p>The Senior Producer/Producer - Current Affairs is responsible for the development of current affairs stories broadcasted on television channels. He/She is responsible for building the content development pipeline by identifying relevant current affairs topics that are of interest to target audience based on market data and user feedback. He is also responsible for reviewing the content to ensure it is accurate and objective as well as review the script to align with the footage captured. He is expected to lead innovation efforts in content development and implement digital strategies to maximise reach and engagement. In addition, he is also expected to participate in fundraising and sponsorship initiatives to secure required budgets for production.</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 ought to be systematic, highly organised and has the ability to communicate effectively. He should also have creative writing abilities and a background in journalism or mass communications. He should also be familiar with camera, sound and editing systems.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Produce current affairs content	Key Tasks	
			Manage research efforts on topics and background information for topics to be featured on current affairs programmes	
			Analyse customer trends and viewers' feedback to understand target audience preferences	
			Monitor competitor's activities and trends to guide the development of programme concepts	
			Review content for current affairs programmes to propose edits that align to creative and technical requirements	
			Review content to ensure all content complies with editorial guidelines, policies and regulatory requirements	
			Keep up to date with local and international current affairs using the news channels, social media platforms and other online sources	
	Maintain relationships with key industry influencers by building credibility and trust			
	Manage current affairs production operations	Oversee takes using production monitors and advise crew on re-takes if required		
		Compose the visual details of each shot by finalising camera angles, lighting, positioning and movement of subjects		
		Review production progress and budgetary adherence on a regular basis		
		Coordinate the distribution of deadlines and assignments		
		Drive creation of trailers and content descriptions to be utilised for marketing		
		Prepare programme proposals for key stakeholders to support fundraising and sponsorship efforts		
	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		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Fundraising and Sponsorships	Level 4	Communication	Intermediate
	Legal and Compliance Management	Level 4	Resource Management	Basic
	News Editing	Level 4	Teamwork	Intermediate
	News Story Development	Level 4	Sense Making	Intermediate
	News Story Research	Level 4	Problem Solving	Intermediate
	Production Budget Management	Level 3		
	Production Operations	Level 3		
	Production Planning And Scheduling	Level 4		
	Social Media Content Creation and Management	Level 4		

Programme Listing	For a list of Training Programmes available for the Media sector, please visit: www.skillsfuture.sg/skills-framework/Media
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The information contained in this document serves as a guide.