

# **CAREER GUIDE FOR PRODUCER**

SOC Code: 27-1012.01

Pay Band(s): 5 ([Salary Structure](#))

**Standard Occupational Description:** Plan and coordinate various aspects of radio, television, stage, or motion picture production, such as selecting script, coordinating writing, directing and editing, and arranging financing.

**Producer positions in the Commonwealth are assigned to the following Roles in the [Media and Production Services Career Group](#):**

[Media Specialist IV](#)

While Producers within the Commonwealth are all located within the Media and Production Services Career Group, individuals may want to pursue other opportunities within the Commonwealth depending upon individual training, education, knowledge, skills, abilities, and interests.

Other Career Group(s) that may be of interest are:

[Financial Services](#)

[General Administration](#)

[Education Administration](#)

[Program Administration](#)

[Public Relations and Marketing](#)

## **SKILLS, KNOWLEDGE, ABILITIES AND TASKS**

(Technical and Functional Expertise)

### **Skills**

**Note:** *The technical and functional skills listed below are based on general occupational qualifications for Producers commonly recognized by most employers. Typically, you will not be required to have all of the skills listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.*

1. Adjusting actions in relation to others' actions.
2. Understanding written sentences and paragraphs in work related documents.
3. Talking to others to convey information effectively.
4. Communicating effectively in writing as appropriate for the needs of the audience.
5. Determining how money will be spent to get the work done, and accounting for these expenditures.
6. Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do certain work.
7. Motivating, developing, and directing people as they work, identifying the best people for the job.
8. Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
9. Understanding the implications of new information for both current and future problem-solving and decision-making.

10. Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

### **Knowledge**

**Note:** *The technical and functional knowledge statements listed below are based on general occupational qualifications for Producers commonly recognized by most employers. Typically, you will not be required to have all of the knowledge listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.*

#### **The Knowledge of:**

1. Media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
2. Business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
3. Principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
4. Structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
5. Theory and techniques required to compose, produce, and perform works of music, dance, visual arts, drama, and sculpture.

### **Abilities**

**Note:** *The technical and functional abilities listed below are based on general occupational qualifications for Producers commonly recognized by most employers. Typically, you will not be required to have all of the abilities listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.*

#### **The Ability to:**

1. Communicate information and ideas in speaking so others will understand.
2. Read and understand information and ideas presented in writing.
3. Communicate information and ideas in writing so others will understand.
4. Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
5. Listen to and understand information and ideas presented through spoken words and sentences.
6. Tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
7. Apply general rules to specific problems to produce answers that make sense.
8. Details at close range (within a few feet of the observer).
9. Speak clearly so others can understand you.
10. Come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).

## **Tasks**

**Note:** *The following is a list of sample tasks typically performed by Producers. Employees in this occupation will not necessarily perform all of the tasks listed.*

1. Arrange financing for productions.
2. Conduct meetings with staff to discuss production progress and to ensure production objectives are attained.
3. Coordinate the activities of writers, directors, technical crew, managers, and other personnel throughout the production process.
4. Determine production size, content, and budget, establishing details such as production schedules and management policies.
5. Hire directors, talent, and key production staff members.
6. Monitor post-production processes in order to ensure accurate completion of all details.
7. Negotiate contracts with artistic personnel, often in accordance with collective bargaining agreements.
8. Perform management activities such as budgeting, scheduling, planning, and marketing.
9. Plan and coordinate the production of musical recordings, selecting music and directing performers.
10. Repay investors when completed projects begin to generate revenue.

## **INTERESTED?**

Like people, occupations have traits or characteristics. These characteristics give important clues about the nature of the work and work environment, and give you an opportunity to match your own personal interests to a specific occupation. When you choose a job in an occupation that matches your own interests you have taken an important step in planning a successful and rewarding career.

The occupation of Producer has **Artistic**, **Enterprising** and **Social** characteristics as described below:

**Artistic** — Artistic occupations frequently involve working with forms, designs and patterns. They often require self-expression and the work can be done without following a clear set of rules.

**Enterprising** — Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.

**Social** — Social occupations frequently involve working with, communicating with, and teaching people. These occupations often involve helping or providing service to others.

## **LICENSURE, REGISTRATION, OR CERTIFICATION REQUIREMENTS**

Generally this is not required for Producer positions in state government.

## **EDUCATIONAL, TRAINING, AND LEARNING OPPORTUNITIES**

Producers plan and coordinate various aspects of radio, television, stage, or motion picture production, such as script writing or coordinating script writing, hiring and managing technical crews and talent, directing and editing, and arranging financing.

The Department of Labor provides the following information:

Producers are entrepreneurs, overseeing the business and financial decisions of a motion picture, made-for-television feature, or stage production. They select scripts, approve the development of ideas for the production, arrange financing, and determine the size and cost of the endeavor. Producers hire or approve the selection of directors, principal cast members, and key production staff members. They also negotiate contracts with artistic and design personnel in accordance with collective bargaining agreements and guarantee payment of salaries, rent, and other expenses. Television and radio producers determine which programs, episodes, or news segments get aired. They may research material, write scripts, and oversee the production of individual pieces. Producers in any medium coordinate the activities of writers, directors, managers, and agents to ensure that each project stays on schedule and within budget.

There are no specific training requirements for producers. They come from many different backgrounds. Talent, experience, and business acumen are important determinants of success for producers. Producers often start in local television or radio production or in a theatrical management office.

Many colleges and universities offer programs in broadcast and theater production and growing number of colleges and universities now offer degree programs in arts management and in managing nonprofits.

For general information about art and design and a list of accredited college-level programs, contact: National Association of Schools of Art and Design: <http://nasad.arts-accredit.org/>

Virginia's universities and museums are the primary employers of Producers.

For more information on the universities in Virginia, see the web site [http://www.virginia.gov/cmsportal/education\\_836/education\\_1007/universities\\_1257/index.html](http://www.virginia.gov/cmsportal/education_836/education_1007/universities_1257/index.html)

For more information on the museums in Virginia, see the web site [http://www.virginia.gov/cmsportal/education\\_836/education\\_1007/museums\\_1266/index.html](http://www.virginia.gov/cmsportal/education_836/education_1007/museums_1266/index.html)

## **COMMONWEALTH COMPETENCIES**

Competencies are a set of identified behaviors, knowledge, skills, and abilities that directly and positively impact the success of employees and the organization. Competencies can be observed and measured. When consistently demonstrated, competencies make employees particularly effective in their work. Competencies help lay out a road map to career success. You can use the Commonwealth Competencies to help improve your individual performance by adopting behaviors that make high performing employees successful in their jobs. In this way, you can use the Commonwealth Competencies for your further professional development.

**The Commonwealth Competencies are:**

1. Technical and Functional Expertise

2. Understanding the Business
3. Achieving Results
4. Serving the Customer
5. Teamwork
6. Interpersonal and Communication Skills
7. Leadership and Personal Effectiveness

The above competencies may be applied to employees throughout the Commonwealth of Virginia. They can be rank-ordered by agencies and hiring managers to represent the needs of a specific job. The rank ordering will change depending upon the occupation, an organization's priorities, the actual job requirements, and the supervisor's preferences.

Career success is both about what you do (applying your technical knowledge, skills, and ability) and how you do it (the consistent behaviors you demonstrate and choose to use) while interacting and communicating with others. Hopefully, by studying the Commonwealth competencies, identifying your developmental opportunities, and working to refine your own competence, you can take charge of your career!

For additional information about the **Commonwealth Competencies** go to: [http://jobs.state.va.us/cc\\_planningctr.htm](http://jobs.state.va.us/cc_planningctr.htm). For the competencies, we first list the competencies and then define each. Finally, we list competency indicators; to describe what successful performance looks like.

## **COMMONWEALTH CAREER PATH**

Career opportunities in the Commonwealth are not limited to moving “up” to the next highest role and pay band, changing positions, or to becoming a supervisor. That’s because most roles describe a broad group of occupationally related positions that perform a range of work that requires increased knowledge and skills. For that reason, Commonwealth roles describe the career paths within the same or higher-level role for the same or different Career Group. The broad salary range and the Commonwealth’s pay practices provide flexibility in recognizing career development and advancement. ([Salary Structure](#))

For example: **Producer**

PAY BANDS	PRACTITIONER ROLES
5	Media Specialist IV

PAY BANDS	MANAGER ROLES
4	Media Manager I
5	Media Manager II

### **Sample Career Path**

#### **Media Specialist IV**

The Media Specialist IV role provides a career track for producers whose responsibilities involve the supervision of staff in a department that develops, produces, and directs multi-media programs/exhibits.

**Media Manager I**

The Media Manager I role provides a career track for managers responsible for directing major exhibit and gallery projects or complex graphic design programs. Duties include leadership and creativity in managing: a department that plans, develops, coordinates, and monitors the production of multiple concurrent exhibits and gallery projects that meet aesthetic and conservatorial standards as well as time and budget allowances.

**Media Manager II**

The Media Manager II role provides a career track for managers responsible for providing leadership and creativity in directing multi-media services used by state agencies for promotional, educational and informational purposes. Areas of responsibility include state distance learning programs and/or graphic communications.

**ADDITIONAL OCCUPATIONAL INFORMATION CAN BE FOUND AT:**

O\*NET (Occupational Information Network)

[http://online.onetcenter.org/gen\\_search\\_page](http://online.onetcenter.org/gen_search_page)

Virginia Employment Commission

<http://www.alex.vec.state.va.us/>

Career One Stop

<http://www.careeronestop.org/>

Virginia Career Resource Network <http://www.vacrn.net/>