



ETV-EXECUTIVE PRODUCER

CHARACTERISTICS OF WORK:

This is professional work in which the incumbent is responsible for planning and executing, including producing, directing, writing, and editing all aspects of television, radio, and/or electronic media programs and/or series. Incumbent is responsible for the ultimate look of the production including both technical and aesthetic qualities of the program or series. Incumbent serves as a liaison between agency and independent producers/directors and the community at large. Incumbent oversees and supervises others.

MINIMUM QUALIFICATIONS:

These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to the State Personnel Board in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

EXPERIENCE/EDUCATIONAL REQUIREMENTS:

Education:

A Master's Degree from an accredited four-year college or university in Radio/Television/Film or a directly related field;

AND

Experience:

Four (4) years experience in work directly related to the described duties;

OR

Education:

A Bachelor's Degree from an accredited four-year college or university in Radio/Television/Film or a directly related field;

AND

Experience:

Five (5) years experience in work directly related to the described duties.

OR

Education:

Graduation from a standard four-year high school or equivalent (GED);

AND

Experience:

Nine (9) years of experience in work directly related to the described duties.

Substitution Statement:

Graduation from a standard four-year high school or equivalent (GED), directly related education, and directly related experience may be substituted on an equal basis.

Note:

Samples of work required when contacted for an interview.

PHYSICAL REQUIREMENTS:

These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements. These are typical requirements; however, reasonable accommodations may be possible.

Light Work: May frequently walk or stand and/or frequently exert force equivalent to lifting up to approximately 10 pounds and/or occasionally exert force equivalent to lifting up to approximately 20 pounds.

Vision: Requires the ability to perceive the nature of objects by the eye.

Near Acuity: Clarity of vision at 20 inches or less.

Midrange: Clarity of vision at distances of more than 20 inches and less than 20 feet.

Far Acuity: Clarity of vision at 20 feet or more.

Peripheral: Ability to observe an area that can be seen up and down or left and right while eyes are fixed on a given point.

Depth Perception: Three-dimensional vision. Ability to judge distances and spatial relationships so as to see objects where and as they actually are.

Ability to adjust focus: Ability to adjust the eye to bring an object into sharp focus.

Color Vision: Ability to identify colors.

Speaking/Hearing: Possesses the ability to give and receive information through speaking and listening skills.

Motor Coordination: While performing the duties of this job, the incumbent is regularly required to sit; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The incumbent is frequently required to stand; and walk. The incumbent is occasionally required to climb or balance; and stoop, kneel, crouch, or bend.

COMPETENCIES:

The following competencies describe the knowledge, skills, abilities, and attributes that lead to a successful employee in this position. An applicant will be expected to exhibit these competencies or the ability to reach competency achievement within a specified time. These competencies are linked to the essential functions of the job. Employees in this position may be evaluated on these competencies as

part of the performance appraisal system. Example behaviors are listed below each competency and are used for illustrative purposes only. Specific behaviors may be identified and included later by the hiring agency. It is understood that some of these behaviors might not be acquired until a reasonable time after hire. Failure of an employee to successfully demonstrate some or all of these competencies, as deemed important by his or her reporting official, may result in the employee being placed on a performance improvement plan. If after a reasonable period of time, usually three (3) months, the employee fails to demonstrate successful performance, the employee may be terminated. These competencies include, but are not limited to, the following:

PUBLIC SECTOR COMPETENCIES:

Integrity and Honesty: Demonstrates a sense of responsibility and commitment to the public trust through statements and actions.

Models and demonstrates high standards of integrity, trust, openness, and respect for others. Demonstrates integrity by honoring commitments and promises. Demonstrates integrity by maintaining necessary confidentiality.

Work Ethic: Is productive, diligent, conscientious, timely, and loyal.

Conscientiously abides by the rules, regulations, and procedures governing work.

Service Orientation: Demonstrates a commitment to quality public service through statements and actions.

Seeks to understand and meets and/or exceeds the needs and expectations of customers. Treats customers with respect, responding to requests in a professional manner, even in difficult circumstances. Provides accurate and timely service. Develops positive relationships with customers.

Accountability: Accepts responsibility for actions and results.

Is productive and carries fair share of the workload. Focuses on quality and expends the necessary time and effort to achieve goals. Demonstrates loyalty to the job and the agency and is a good steward of state assets. Steadfastly persists in overcoming obstacles and pushes self for results. Maintains necessary attention to detail to achieve high-level performance. Deals effectively with pressure and recovers quickly from setbacks. Takes ownership of tasks, performance standards, and mistakes. Has knowledge of how to perform one's job. Knows the organization's mission and functions and how it fits into state government.

Self Management Skills: Effectively manages emotions and impulses and maintains a positive attitude.

Encourages and facilitates cooperation, pride, trust, and group identity; fosters commitment and team spirit; works effectively and cooperatively with others to achieve goals. Treats all people with respect, courtesy, and consideration. Communicates effectively. Remains open to new ideas and approaches. Avoids conflicts of interest. Promotes cooperation and teamwork.

Interpersonal Skills: Shows understanding, courtesy, tact, empathy, and concern to develop and maintain relationships.

Demonstrates cross cultural sensitivity and understanding. Identifies and seeks to solve problems and prevent or resolve conflict situations. Encourages others through positive reinforcement.

Communication Skills: Receives, attends to, interprets, and responds to verbal messages and expresses information to individuals or groups effectively.

Receives other cues such as body language in ways that are appropriate to listeners and situations. Takes into account the audience and nature of the information; listens to others, attends to nonverbal cues, and responds appropriately. May make oral presentations. Communicates ideas, suggestions, and concerns, as well as outcomes and progress throughout the process of an activity. Provides thorough and accurate information.

Self-Development: Adapts behavior or work methods in response to new information, changing conditions, or unexpected obstacles.

Seeks efficient learning techniques to acquire and apply new knowledge and skills; uses training, feedback, or other opportunities for self-learning and development. Develops and enhances skills to adapt to changing organizational needs. Remains open to change and new information and ideas.

TECHNICAL COMPETENCIES:

Preproduction: The knowledge, skills, abilities, and willingness to conceptualize, create, plan, and develop program ideas (or assignments) that meet the agency's mission to educate, entertain, and enlighten.

Assesses current programming (television and/or radio) needs of public and identifies target audience. Demonstrates ability to effectively communicate (both orally & written) program ideas and their feasibility to management. Demonstrates ability to assist in determining sources for potential program funding. Performs comprehensive research of subject to gain and ensure adequate knowledge and familiarity with subject. Demonstrates ability to manage a project by identifying all resources and components necessary to produce program, including budget, intellectual property, staff, talent, contract workers, equipment, music cue sheets, labeling, scripts, releases, locations, and travel requirements. Effectively develops and/or manages sound and realistic budget that includes all possible costs associated with program, including contingency costs. Demonstrates ability to effectively schedule and coordinate all components of production. Creates a timeline mindful of all other productions. Creates contingency plans/schedule. Develops and writes script (including preparing telescriptor copy). Demonstrates ability to communicate effectively to all persons associated with project steps and standards necessary to achieve goals. Effectively conducts auditions for necessary talent and hires necessary contract workers in accordance with agency policy; surveys potential production sites, interviews potential persons to appear in program. Effectively conducts rehearsals or run-throughs to identify and correct any problems.

Production: The skills, abilities, and willingness to execute a preproduction plan.

Leads and oversees crew in staging, lighting, cameras, audio, set/props, tape, and other technical aspects of production. Effectively communicates with crew. Demonstrates ability to speak in terms specific to each production area. Oversees all aesthetic aspects of production, including talent, cameras, audio, roll-in material, music/sound effects, lighting and graphic during production to ensure successful preproduction objectives. Demonstrates ability to adjust quickly to changes during productions. Demonstrates ability and willingness to assist in set-up and operation of production equipment. Develops and writes script (including preparing telescriptor copy) that effectively tells and/or conveys subject to audience demographic.

Post-Production: The knowledge, skills, abilities, and willingness to bring a production to completions in a timely manner and within budget.

Offline post production

Demonstrates ability to log and evaluate all elements of production. Demonstrates ability to select material that communicates the story effectively to the intended audience and arranges that material in a manner that achieves production goals. Effectively coordinates and communicates with staff in the post-production process including the scheduling and use of editing suites (offline, online, post audio),

graphics/animation creation, closed captioning, and other postproduction functions. Demonstrates ability and willingness to use non-linear editing systems. Reviews and evaluates program segments submitted by other producers for inclusion in final production. Submits in a timely manner offline of program to appropriate management for approval prior to online.

Online post production

Effectively coordinates and communicates with staff in the post-production process the project movement from offline to online editing. Provides all necessary materials to the online suite. Ensures that any changes in completed program are approved by appropriate management prior to dubbing. Ensures that completed program meets all applicable technical standards. Oversees duplication and dissemination methods of final program. Submits program to appropriate management for approval prior to air in a timely manner. Creates, develops, and disseminates promotional and educational materials in cooperation with communications, programming, and educational services departments. Creates, develops, and disseminates promotional and educational materials in cooperation with communications, programming, and educational services departments.

MANAGEMENT COMPETENCIES:

Emotional Maturity: Conducts oneself in a professional, consistent manner when representing the organization.

Has the ability to work through adversity and hold self and others accountable for work actions. Takes risk appropriate to ones level of responsibility. Acts as a settling influence in a crisis. Exhibits the ability to work through challenges and create opportunities.

Macro Oriented: Exercises good judgment; makes sound, well-informed decisions.

Understands and appropriately applies procedures, requirements, and regulations related to specialized areas of expertise. Understands effects of decisions on the organization and on other organizations. Acts as a change agent by initiating and supporting change within the agency.

Working Through Others: Supports, motivates, and is an advocate for staff.

Creates effective teams; shows a willingness to get work done through others. Clearly and comfortably delegates work, trusting and empowering others to perform. Reinforces and rewards team efforts and positive behaviors. Is fair, yet firm with others. Monitors workloads and provides feedback.

Results Oriented: Plans effectively to achieve or exceed goals; sets and meets deadlines.

Identifies, analyzes, and solves problems. Develops standards of performance and knows what and how to measure.

Resource Management: Acquires, effectively and efficiently administers, and allocates human, financial, material, and information resources.

Demonstrates ability to plan, prioritize, and organize.

ESSENTIAL FUNCTIONS:

Additional essential functions may be identified and included by the hiring agency. The essential functions include, but are not limited to, the following:

1. Develops, oversees, and manages all production activities for MPB programs.

2. Plans and executes MPB programs.
3. Maintains records for the agency and ensures budget compliance.
4. Hires and supervises subordinate staff.

EXAMPLES OF WORK:

Examples of work performed in this classification include, but are not limited to, the following:

Develops, plans, designs, coordinates, directs, and evaluates multi-camera remote productions.

Develops program/series content and formats.

Assists division directors in periodic evaluation of program/series performances designed to meet goals, objectives, and ascertained community needs.

Assumes the job responsibilities of a producer, director and/or, writer when required.

Researches the needs to be covered by programs and works with the directors in seeing that ascertained needs are met through local productions.

Initiates ideas for program/series development based on ascertainment of educational, community, and cultural needs.

Acquires or establishes the intellectual property rights for programs.

Functions as agency liaison with the community-at-large through advisory councils, legislative contacts, and special interest groups.

Determines program/series budgets including grant funds in conjunction with management.

Assumes overall responsibility for maintaining production records and archiving all assigned projects, including such items as contracts, talent releases, purchases requests, budgets, scripts, and music cue logs.

Maintains accurate and up-to-date records on production budgets and manpower utilization.

Performs related or similar duties as required or assigned.

INTERVIEW REQUIREMENTS:

Any candidate who is called to an agency for an interview must notify the interviewing agency in writing of any reasonable accommodation needed prior to the date of the interview.