

IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼  
HUMAN RESOURCES ENTERPRISE  
PRODUCER/DIRECTOR

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**DEFINITION**

Responsible for the creative design and editorial treatment of assigned programs, program segments and related materials produced by Iowa Public Television or designs, organizes, oversees, constructs and creates graphic displays and/or settings of considerable difficulty for Iowa Public Television; performs related work as required.

**The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.**

**WORK EXAMPLES**

Assists supervisor by performing such duties as instructing employees, answering questions, distributing and balancing the workload, and checking work; may make suggestions on selections, promotions and reassignments.

Develops a program from concept to finished production in accordance with all regulations governing public television production (FCC, PBS, relevant others) in conjunction with a Senior Producer or other supervisory personnel.

May serve as a producer, director, writer, researcher and/or on-camera talent of moderately difficult programs, limited series and/or program segments.

Initiates and conducts planning and development meetings with staff members and various resource personnel to gather information and evaluate research.

Determines the program content, creative treatment and editorial direction, tenor, format and production approach so that the program will fulfill desired goals.

Determines program and support design with appropriate supervisory, production, scenic, art, information and engineering personnel.

Oversees assigned personnel during rehearsal, production and post production.

Makes technical arrangements including the scheduling of facilities and personnel.

Assumes responsibilities for directing and personnel coordination for the assigned program; auditions and selects talent, directs cameras, lighting and other production elements; directs all post production activities.

Organizes and administers all graphic and/or scenic activities of Iowa Public Television.

Oversees the electronic, print, interactive multimedia and scenic designs prepared by staff, interns and freelance artists or carpenters.

Initiates and conducts planning development meetings with staff members and various resource personnel to develop artistic designs.

Oversees the execution of all design, layout, and art materials for assigned areas within Iowa Public Television.

Recruits and hires contract freelance artists and/or others as needed for special projects and supervises their work. Organizes, schedules and monitors performance so that contracted work is finished by the scheduled production time.

Determines artistic design for programs, program elements, interactive multi-media presentations, program promotion and related materials as necessary.

Designs and creates with various electronic systems and digital effects devices (computers, character generators, electronic still stores) compelling graphic presentations for on-air programs, promotion and interactive multimedia use.

Designs and creates displays, posters, handbills, booklets, publications, promotional materials, signs and charts and/or designs and constructs with precision tools complex studio and/or remote sets for television productions.

Creatively translates ideas and concepts of Iowa Public Television staff into electronic, printed or interactive multimedia graphics projects, television set designs and network displays.

Creatively interprets complex and specialized statistical and narrative materials for effective use in designs for print, broadcast graphics, and/or general displays and television sets and creates display booths, informational brochures, posters, signs, props, and interactive multi-media art.

Confers regularly with IPTV personnel about broadcast graphic and/or scenic needs and applications and advises them about effectiveness, limitations and budget impact of various complex print and electronic broadcast graphics, and complex studio and remote sets.

Maintains working knowledge of latest trends in computer graphic technologies; maintains IPTV graphic and/or scenic supplies and electronic equipment inventory; orders materials and service as necessary to keep them in good working running order.

Maintains written records of all graphic and/or scenic activities.

Maintains appropriate storage of all graphic and/or scenic displays.

#### **COMPETENCIES REQUIRED**

Knowledge of techniques involved in studio and remote television production.

Knowledge of current broadcasting and video techniques.

Knowledge of the principles of public relations.

Knowledge and understanding of all applicable rules and regulations governing the production of public television programs.

Knowledge of and experience with all aspects of broadcast graphic and/or scenic design -- their principles, techniques, and media.

Knowledge of computer-based design and its principles, of electronic graphic display systems, of animation, 3 D modeling, layout, composition, and television display techniques.

Knowledge of printing, layout, paste up, paper stock and other elements of effective printed presentations.

Knowledge of graphic software such as Aldus Freehand, Pagemaker, Macromedia, Quark Express and others.

Knowledge of, and experience with, scenic design and construction for broadcast and theater, including lighting, camera, audio and audience presentation.

Knowledge of methods used to originate, design, create and construct complicated graphic displays and scenic devices.

Knowledge of source materials, guidelines, and methods which can be used to resolve problems not always covered by precedents.

Ability to meet customer needs in a consistently helpful and courteous manner.

Ability to work cooperatively with others as part of a team.

Ability to adapt to and work effectively with a variety of situations, individuals or groups.

Ability to apply personal ethical standards such as honesty, responsibility and trustworthiness required to be a productive employee.

Ability to take initiative to do more than is expected or required in the job.

Ability to coordinate the people and other resources required to accomplish the desired objective.

Ability to handle short time deadlines and pressure situations.

Ability to read, interpret, and understand complex federal and state laws, rules, regulations and procedures as they apply to public television production, direction and broadcasting.

Skill with electronic graphic concepts and devices (computer generated graphics systems, electronic still store, video tape editing, character generator, digital effects generator, electronic paint systems etc.).

Sufficient stability to respond to intensely emotional reactions, to adjust to fluctuating work pressures, deadlines, changes, or difficult situations without being negatively impacted by stress.

Displays high standards of ethical conduct. Exhibits honesty and integrity. Refrains from theft-related, dishonest and unethical behavior.

Works and communicates with internal and external clients and customers to meet their needs in a polite, courteous, and cooperative manner. Committed to quality service.

Displays a high level of initiative, effort and commitment towards completing assignments efficiently. Works with minimal supervision. Demonstrates responsible behavior and attention to detail.

Responds appropriately to supervision. Makes an effort to follow policy and cooperate with supervisors.

Aligns behavior with the needs, priorities and goals of the organization.

Encourages and facilitates cooperation, pride, trust and group identity. Fosters commitment and team spirit.

Expresses information to individuals or groups effectively, taking into account the audience and nature of the information. Listens to others and responds appropriately.

#### **EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS**

Graduation from an accredited four year college or university with major coursework in: broadcast journalism; mass communications; film; or commercial art and graphics (which included broadcast graphics) and three years of full-time professional level experience in broadcast design, commercial art or television production;

OR

a combination of education and experience, substituting one year of the required experience for thirty semester hours of the education to a maximum substitution of four years.

#### **NOTE:**

Positions in this class are exempt from the screening and referral requirements of the Iowa Department of Administrative Services – Human Resources Enterprise. Apply directly to Iowa Public Television.

Effective Date:     4/98     BW