

Iowa Department of Administrative Services – Human Resources Enterprise
Job Classification Description

Producer/Director

Definition

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

The work examples and competencies listed below 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 selection, promotions, and reassignments.

Develops and produces programs from concept to finished production in compliance with all applicable public media regulations, working with supervisory staff as needed.

May serve as a producer, director, writer, researcher, and/or on-camera talent for programs, series, or features.

Leads planning and development meetings with staff and resource personnel to determine program content, creative approach, editorial direction, and production strategy.

Coordinates program and support design with production, scenic, art, information, and engineering personnel and oversees staff during rehearsal, production, and post-production.

Directs technical arrangements, including scheduling facilities, personnel, and equipment, and manages all aspects of production, from talent selection to post-production.

Oversees all graphic, scenic, and multimedia activities, including the work of staff, interns, and freelance artists, ensuring designs, materials, and sets meet quality and production standards.

Designs and creates visual elements for programs, promotions, interactive multimedia, and related materials, using current electronic and digital tools.

Interprets creative, statistical, and narrative materials for effective use in graphics, displays, and set designs.

Provides guidance to staff on graphic, scenic, and multimedia needs, including feasibility, effectiveness, and budget considerations.

Maintains knowledge of trends in production, graphics, and multimedia technology, manages supplies and equipment, and ensures proper documentation and storage of all graphic and scenic materials.

Competencies Required

Knowledge:

- Customer and Personal Service – Principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Administration and Management – Business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Computers and Electronics – Circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
- Telecommunications – Transmission, broadcasting, switching, control, and operation of telecommunications systems.
- Communications and Media – Media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- English Language – The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Clerical Procedures – Word processing, managing files and records, designing forms, and other office procedures and terminology.

Abilities:

- Written Expression – Communicate information and ideas in writing so others will understand.
- Written Comprehension – Read and understand information and ideas presented in writing.
- Speech Clarity – Speak clearly so others can understand.
- Speech Recognition – Identify and understand the speech of another person.
- Originality – Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
- Deductive Reasoning – Apply general rules to specific problems to produce answers that make sense.
- Inductive Reasoning – Combine pieces of information to form general rules or conclusions.
- Information Ordering – Arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
- Problem Sensitivity – Tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

Skills:

- Active Listening – 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.

- Critical Thinking – Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Reading Comprehension – Understanding written sentences and paragraphs in work related documents.
- Speaking – Talking to others to convey information effectively.
- Writing – Communicating effectively in writing as appropriate for the needs of the audience.
- Monitoring – Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
- Management of Personnel Resources – Motivating, developing, and directing people as they work, identifying the best people for the job.
- Systems Analysis – Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
- Systems Evaluation – Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system.
- Active Learning – Understanding the implications of new information for both current and future problem-solving and decision-making.
- Judgment and Decision Making – Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Service Orientation – Actively looking for ways to help people.
- Complex Problem Solving – Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Minimum Qualification Requirements

Applicants must meet at least one of the following minimum requirements to qualify for positions in this job classification:

- 1) Seven years of full-time professional level experience in broadcast design, commercial art, or multimedia production.
- 2) All of the following (a and b):
 - a. Three years of full-time work experience in broadcast design, commercial art, or multimedia production; and
 - b. A total of four years of education and/or full-time experience (as described in part a), where thirty semester hours of accredited college or university coursework in broadcast journalism, mass communications, multimedia, or film equals one year of full-time experience.
- 3) Graduation from an accredited four-year college or university with a degree in broadcast journalism, mass communications, multimedia, or film, and experience equal to three years of full-time work in professional-level video production.
- 4) All of the following (a, b, and c):
 - a. One year of full-time work experience in broadcast design, commercial art, or multimedia production; and

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- b. A total of four years of education and/or full-time experience (as described in part a), where thirty semester hours of accredited college or university coursework in broadcast journalism, mass communications, multimedia, or film equals one year of full-time experience; and
 - c. A total of two years of graduate-level education and/or full-time experience (as described in part a), where twenty-four semester hours of accredited graduate college or university coursework in broadcast journalism, mass communications, multimedia, or film equals one year of full-time experience.

Effective date: 01/26 KC