

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

Producer/Director Senior

Definition

Supervises the creation of certain television programs, other multimedia projects, and related materials produced by Iowa PBS, and designs, produces, directs, and may assist in the distribution of various programs for exposure on Iowa PBS or in other media; 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

Supervises and evaluates the work of subordinates; recommends personnel actions related to selection, disciplinary procedures, performance, leaves, grievances, work schedules, and assignments; administers personnel policies and procedures.

Leads, trains, and supervises production personnel engaged in program creation and related activities, providing creative and editorial direction for assigned programs produced by Iowa PBS.

Serves as producer in charge of cooperative ventures with other departments, public television stations, or independent producers, as assigned.

Serves as reporter, writer, researcher, producer, director, or on-/off-camera talent for programs or series of considerable complexity, as assigned.

Collaborates with programming staff to identify audience needs, develop program concepts, and recommend material that meets educational and regulatory standards (FCC, PBS, and others).

Designs production schedules and coordinates required support staff and resources.

Develops and monitors program budgets, ensuring expenses remain within approved limits; assists in identifying potential funding sources.

Participates in fundraising, marketing, and distribution activities related to assigned programs.

Assigns and monitors production work to ensure timely completion and quality standards.

Ensures program material is properly formatted for broadcast or digital presentation and maintains overall responsibility for program quality, content accuracy, and authenticity.

Communicates production details and requirements to appropriate staff.

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.

- Computers and Electronics – Circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
- 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.
- 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) Eight years of full-time professional level experience in broadcast design, commercial art, or multimedia production.
- 2) All of the following (a and b):
 - a. Four 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 four years of full-time work in professional-level video production.
- 4) All of the following (a, b, and c):
 - a. Two 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; 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