

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

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**DEFINITION**

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

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.

Creatively leads, trains and supervises personnel in work groups responsible for program production and related activities.

Responsible for the creative and editorial direction of various programs produced by Iowa Public Television.

Serves as producer in charge of cooperative ventures with other work groups, other public television stations, or independent production companies, as assigned.

Serves as a reporter, writer, researcher, producer, director, and/or off- or on-camera talent for the production of programs and program series of considerable difficulty, as assigned.

Collaborates with appropriate programming staff; identifies audience viewing needs, gathers ideas for programs from individual and/or institutional sources, recommends the development of program material to meet audience needs in accordance with all regulations governing public television production (FCC, PBS, and any relevant others).

Designs production schedules that are appropriate for the program being produced, with support staff as necessary.

Develops program budgets, ensures that production expenses fall within approved budgets, and assists in identifying viable funding sources.

Participates in the fund-raising process and in the marketing and/or distribution of the program and/or its related goods, as assigned.

Assigns production work to subordinates and ensures that assignments are carried out.

Ensures that program material is organized into an appropriate format for presentation on television.

Maintains overall responsibility for the quality of the program produced, program content and the authenticity of material presented.

Communicates information about the details of the program to appropriate personnel.

**COMPETENCIES REQUIRED**

Knowledge of current broadcasting and video techniques.

Knowledge of the principals of public relations.

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

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

Ability to simultaneously manage multiple projects with multiple budgets.

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

Ability to see problems, situations, or people from different perspectives that allow opportunities for new or innovative solutions.

Ability to develop and foster teamwork and motivate a group of diverse persons.

Sufficient stability to respond to intensely emotional reactions, to adjust to fluctuating work pressures, deadlines, change, 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 in broadcast journalism, mass communications or film and the equivalent of five years of full-time professional level experience in television production;

OR

substitution of experience of the caliber and scope indicated above for the required undergraduate college education on the basis that one year of qualifying experience is equivalent to one year of the undergraduate 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:     10/95     BW