

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

## Production Manager

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### Definition

Supervises and schedules senior producer/directors on all local productions for Iowa PBS; performs the functions of a producer/director on various specials as the need arises; 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.

Analyzes project feasibility and determines required facilities and personnel; designs and initiates procedures to ensure efficient project execution.

Coordinates the activities of various sections, such as Graphics and Electronic Field Production, to ensure efficient production.

Maintains cost records and recommends major equipment purchases.

Consults with utilization staff to evaluate the effectiveness of production techniques in meeting instructional objectives.

### 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.
- Law and Government – Laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.
- English Language – The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- 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.
- Personnel and Human Resources – Principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information 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.
- Clerical Procedures – Word processing, managing files and records, designing forms, and other office procedures and terminology.

Abilities:

- Law and Government – Understand and adhere to applicable laws, legal codes, administrative rules, and regulations.
- Clerical – Maintain complex clerical records.
- 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.
- 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.
- Operations Analysis – Analyzing needs and product requirements to create a design.
- Management of Personnel Resources – Motivating, developing, and directing people as they work, identifying the best people for the job.
- Negotiation – Bringing others together and trying to reconcile differences.
- 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 work experience as a producer/director in the motion picture, television, or radio, or another related media industry.
- 2) Graduation from an accredited four-year college or university with a degree in television or motion picture production/direction, communications, broadcast journalism, multimedia, or a related field, and experience equal to four years of full-time work experience as a producer/director in the motion picture, television, radio, or another related media industry.
- 3) All of the following (a, b, and c):
  - a. Two years of full-time work experience as a producer/director in the motion picture, television, radio, or another related media industry; 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 television or motion picture production/direction, communications, broadcast journalism, multimedia, or a related field 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 television or motion picture production/direction, communications, broadcast journalism, multimedia, or a related field equals one year of full-time experience.

*Effective date: 12/25 KC*