

**APPRENTICESHIP STANDARD – Production Manager
OCCUPATION: Production Management (Media)**

The job of a production manager involves responsibility for all the organisational aspects of production scheduling and budgeting. A production manager can work across all genres in film and television production. The production manager assists the producer in realising the directors creative vision, both financially and logistically. Their role includes the preparation of production schedules or script breakdowns to ensure that enough time is allocated for all aspects of the production process, and to check the producer’s budget and schedule. The production manager has responsibility for the practicalities of running a production. This role is for those who have previous experience of production co-ordination or production accounting.

CORE SKILLS & KNOWLEDGE

WORK ASPECTS	KNOWLEDGE & UNDERSTANDING: A Production manager knows and understands:	SKILLS: A Production manager is able to:
Production management	<ul style="list-style-type: none"> • How to initiate, develop and realise an effective creative strategy • The key issues and processes relating to the management of organisational projects • The ways in which a complex organisational project may be analysed • The issues of change, risk and logisticsthe key issues and processes relating to production management, project management and/or resourcing • The roles and logistics involved in the planning of a project • What an effective project plan looks like • The key issues and processes relating to compliance, delivery standards, rights, finance, budgeting and editorial policy • The legal and ethical codes relating to production management • The risks relating to compliance, delivery standards, rights, finance and budgeting • How to raise funding for productions/co-productions 	<ul style="list-style-type: none"> • Critically evaluate key issues and processes relating to the development and implementation of creative strategies • Initiate, develop and realise a creative strategy • Analyse and evaluate the key issues and processes relating to the management of organisational projects • Initiate, develop and realize a project using appropriate tools and conventions • Evaluate the effectiveness of a project plan • Implement roles and logistics in the planning of a project • Follow the correct processes for contracting resources • Evaluate and monitor the key issues and risks relating to compliance, delivery standards, rights, finance, budgeting and editorial policy • Apply legal and ethical codes relating to production management • Source funding for productions/co-productions
Health and Safety	<ul style="list-style-type: none"> • Health & Safety • The legislative and organisational guidelines for Health and Safety • How to conduct a risk assessment 	<ul style="list-style-type: none"> • Your responsibility for the health and safety of others on a production • Produce documented risk assessments, method statements against health, safety and security policies • Adhere and follow safety guidelines and instructions

Production accounting option 1	<ul style="list-style-type: none"> Organisational business systems and how to operate these The principles of accounting and bookkeeping The application of tax reliefs and bilateral agreements The impact of foreign exchange rates on production budgets 	<ul style="list-style-type: none"> Operate payroll and vat systems Produce financial forecasts Comply with audit requirements Evaluate and monitor the key issues and risks relating to budgeting and finance
Technology option 2	<ul style="list-style-type: none"> The end to end production workflow Principles and uses of editing, processing and visual special effects The impact and uses of technology on production processes and practice The impact of technology on distribution platforms The possible future impact of technology on production within a specific production context 	<ul style="list-style-type: none"> Critically evaluate the impact of technology on production processes and practice Evaluate the impact and use of technology on distribution platforms Explore and reflect upon the possible future impact of technology on production within a specific production context
Content creation option 3	<ul style="list-style-type: none"> How to research ideas and audiences for creative content How audiences engage with multiplatform content The key issues and challenges relating to multiplatform and/or media asset management in production management The techniques of storytelling The legal and regulatory requirements which apply to content e.g. copyright, intellectual property rights The techniques of media asset and metadata management 	<ul style="list-style-type: none"> Research and evaluate audience engagement with multiplatform content Apply techniques of media asset and metadata management Plan content for a multiplatform project Present proposals and effectively pitch ideas for content creation Develop scripts and storyboards for productions Apply legal and regulatory requirements when producing content Ensure content produced meets industry delivery standards

Behaviours

A Production manager will be expected to demonstrate:

- Collaborative working – Supervising others in delivery of services, forming effective working relationships with colleagues, cast, crew and talent
- Advanced communication skills- writes clearly, succinctly and correctly in an engaging manner, avoiding the use of unnecessary jargon or complicated language to produce well-structured and logical documents to meet the needs of the audience. Speaks clearly and fluently, expressing opinions, facts and arguments with confidence and projecting credibility
- Upholding ethics and values, respecting equal opportunities and diversity in the workplace

Level - This apprenticeship is set at level 6/7.

Qualifications

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment.

Duration

The apprenticeship will typically take 18-24 months to complete.

Review date - September 2020.