

Media Production Coordinator Standard

# Overview

This occupation is found in the creative media industries, as part of a production team delivering a film, TV or animated series, commercials or in specialist post production departments.

A production coordinator may be employed by television, film or radio/audio production companies or VFX or post production facilities. They may work for a production, or a series of productions, seeing them through from pre-production through to post production, or through a specific part of the process.

The broad purpose of the occupation is to coordinate productions using specialist production management skills, knowledge and experience. A production coordinator can work across all genres in film, television, radio/audio or commercials; they may work in the production office, on set, in a studio or on location, in the UK or internationally.

In their daily work, an employee in this occupation interacts with and supports the production manager and wider production team. On larger productions they make work in a team with production assistants working to them.

An employee in this occupation will be responsible for supporting and delivering the operational and practical elements of films, TV, commercials, short form productions, radio/audio productions, post production, animation and VFX. This may include logistics, finance, personnel, equipment and/or content for productions, both on and off set.

This is a core and options Apprenticeship Standard, to reflect the varied roles that come under the production coordinator occupation in the creative media industries. All learners will undertake the core element of the apprenticeship, and then they will choose to specialise in one of three key production areas: film, TV and short form production or post, VFX and animation or radio/audio production.

### Option 1: film, TV, commercial and short form production

The production coordinator, working as a member of the production team, will provide operational support to the production manager, the production coordinator or the production secretary working in film or TV or short form productions. They will help the team deliver the needs of the production from paperwork required (e.g. call sheets, risk assessments, compiling budgets, reconciling petty cash and advances, checking expenses) to organising transport, accommodation and booking crew and equipment. Production coordinators will have a clear understanding of the production process and the changing needs and demands of the production team.

### Option 2: post, VFX and animation

The production coordinator or junior bookings producer is responsible for assisting their team with the day-to-day running of a project or projects. This can include managing the reviewing of work and ensuring that appropriate notes and records are kept, liaising with clients over ingest of content, deliverables and client attended sessions, scheduling and assisting with other logistical tasks as requested.

They act as the contact point for the post production department. An employee in this occupation will be responsible for supporting and delivering the operational and practical elements of films, TV, commercials, short form productions, post production, animation and VFX. This may include logistics, finance, personnel, equipment and/or content for productions, both on and off set.

### Option 3: radio/audio production

The production coordinator working in radio and audio content creation work in both speech-based and music radio, offering practical support to producers and presenters. They carry out a wide range of key administrative tasks to ensure the smooth running of live and recorded radio programmes, and radio and audio content such as podcasts. They may also help with research, planning and production of radio and audio content. They may also be involved in scheduling the productions and identifying and sourcing appropriate resource and location requirements for the production at the earliest possible stage.

### Typical job titles include:

Production coordinator, booking coordinator, junior bookings producer

# Standard document

## Key to the duties section of the standard document

**K** is knowledge – what the apprentice needs to know and understand.

**S** is skills – the skills the apprentice has to use to carry out their work.

**B** is behaviours – how the apprentice behaves in the workplace.

All of these are combined to make the 10 duties in the role.

There are nine core duties and one optional duty to be taken according to whether the apprentice is working as a coordinator in *option 1: film, TV, commercial and short form production* or *option 2: post, VFX and animation* or *option 3: radio/audio production.*

## Duties

### Duty 1: Create, populate and manage production documentation such as schedules, call sheets and daily reports. Criteria production documents are completed and maintained correctly and accurately, in line with production requirements

**K1:** Understand the context within the production of their role, the department they are working in, and the subsequent stages of the workflow process.

**K2:** Know how, where and when to record and communicate information regarding the progress of the production.

**K3**: Understand the requirements and production documentation that may be needed when travelling such as carnet.

**S1:** Operate within and adhere to, agreed organisational policies, standards and procedures.

**S2:** Update, maintain and coordinate production paperwork, such as: schedules, scripts, daily reports, call sheets, technical requisitions, camera sheets, client feedback, review notes, cast and/or crew lists.

**S3:** Compile resourcing and progress reports, drawing on information from all relevant departments in line with production requirements.

**S4:** Liaise with other departments, and key people such as crew and cast, acting as the first point of contact on the production.

**S5:** Work accurately with a high degree of attention to detail.

**S6:** Provide production personnel with up-to-date information on production activities.

**B1:** Adding value - provides information that positively contributes to influencing business and production decisions whilst continually striving to improve own working processes and those of the production.

**B2**: Commitment and enthusiasm - a passion and desire for a career in film and TV production and a drive to succeed at everything they do, so that they deliver the best results for the productions.

*Days required to complete off-the-job training for this duty: 5*

### Duty 2: Identify, obtain and manage resources for a media production such as crew and facilities in line with timescales and budget. Criteria production resources managed in line with production timescales and budgets

**K1:** Understand the different environments, formats and types and scales of production that affect the nature and quantity of resources required.

**K2:** Know how to locate and use appropriate and reliable financial information and advice.

**K3:** Know and understand what is required by other departments, facilities and/or clients.

**K4:** Understand the specifications for the crew, the facilities and the technical services required for the production.

**K5:** How to access potential suppliers and crew members and secure contracts and rates.

**K6:** Understand organisational policies, legal and financial requirements which apply to obtaining resources.

**S1:** Monitor the use of production materials, equipment and supplies ensuring these are used effectively.

**S2:** Compile resourcing reports in line with production requirements.

**S3:** Source or assist with sourcing crew and suppliers to meet production requirements.

**S4:** Coordinate logistics and/or travel, liaising with other departments when required.

**B1:** Adding value - provides information that positively contributes to influencing business and production decisions whilst continually striving to improve own working processes and those of the production.

*Days required to complete off the job training for this duty: 4*

### Duty 3: Contribute to the financial management of productions. Criteria productions delivered in line with production requirements for budgets

**K1:** Understand the commercial goals and priorities of productions you work on and how these impact on budgets and schedules.

**K2:** Know where to locate and how to use, appropriate and reliable financial information and advice.

**K3:** Understand how to, and the importance of, monitoring ongoing production costs against budget projections.

**K4:** Understand how to accurately code all production expenditure to correctly represent the detail of the production budget.

**K5:** Understand the duration, cost and value of activities and the impact they have, on remaining on schedule and on budget.

**S1:** Assist with the preparation of a production budget.

**S2:** Analyse the use of a production budget and maintain accurate financial records.

**S3:** Monitor and control compliance with legal and financial regulations and codes of practice.

**S4:** Compile resourcing reports in line with production requirements.

**S5:** Identify and mitigate any financial risks, escalating issues if necessary.

**B1:** Adding value - provides information that positively contributes to influencing business and production decisions whilst continually striving to improve own working processes and those of the production.

*Indicative number of days required to complete the off the job training for this duty: 5*

### Duty 4: Comply with health and safety policies, processes and procedures applicable to productions, including completion of risk assessments

**K1:** Know and understand the relevant health and safety legislation and company policies to ensure a safe working environment for themselves, colleagues and customers.

**K2:** Know how to identify potential health and safety risks for a production and feed into the production team’s plans to ensure the health and safety of others on a production.

**K3:** Understand the company procedures for reporting hazards and risks to the appropriate personnel.

**S1:** Monitor and control compliance with legal regulations and codes of practice.

**S2:** Comply with company health and safety policies and practices, identifying, mitigating and reporting any incidents or risk to the appropriate person.

**S3:** Consistently work in a safe manner for self, colleagues and clients.

**S4:** Complete risk assessments for tasks and work activities within and relevant to, own role.

**B1:** Ethics and integrity - honest and principled in all of their actions and interactions. They will respect others and meet the ethical requirements of their profession.

*Indicative number of days required to complete the off the job training for this duty: 2*

### Duty 5: Comply with legislation and industry standards applicable to productions

**K1:** Know and understand the industry regulations, codes of practice and/or legal requirements that may affect a production such as work permits or carbon calculators.

**K2:** Understand the legal requirements and required licenses for the particular production documentations for working with different personnel and/or animals.

**S1:** Research, identify and use reliable information to keep up-to-date with the laws, regulations, codes of practice, standards and guidelines that govern productions, and how they affect your work.

**S2:** Monitor and control compliance of productions with legal regulations and codes of practice.

**B1:** Ethics and integrity - Honest and principled in all of their actions and interactions. They will respect others and meet the ethical requirements of their profession.

*Indicative number of days required to complete the off the job training for this duty: 4*

### Duty 6: Determine and obtain the clearances required for materials being used on productions

**K1:** Understand key issues relating to the clearance of copyright materials.

**K2:** Know and understand the effect different types of copyright has on different types of material.

**K3:** Understand the needs of a production in using copyright material/content, and the processes required to obtain the necessary legal rights of this.

**K4:** Know where to obtain advice and information from specialist sources for materials that are subject to complex and unusual copyright regulations.

**S1:** Research sources of copyright for the materials being used on a production.

**S2:** Analyse the extent of use, and related cost, for copyright materials for a production.

**S2:** Liaise with copyright owners and licence holders to obtain their terms and conditions.

**S3:** Acquire clearances and permission for material as agreed with the producer.

**S4:** Store materials/content obtained, in accordance with organisational policies and procedures.

**S5:** Maintain accurate records relating to the clearance of copyright materials.

**B1:** Ethics and integrity - Honest and principled in all of their actions and interactions. They will respect others and meet the ethical requirements of their profession.

*Indicative number of days required to complete the off the job training for this duty: 6*

### Duty 7: Work effectively with colleagues or clients on productions, delivering excellent service to clients and colleagues on productions

**K1:** Know and understand what is required by other departments, facilities and/or clients on the production.

**K2:** Understand the importance of the production coordinator role in achieving the vision and aims of the production.

**K3:** Understand how to use effective communication techniques to build rapport with a range of colleagues and suppliers, e.g. using positive questioning and active listening to be able to communicate technical content in a non-technical manner.

**K5:** Know and understand how to create an environment of trust and mutual respect with production partners.

**K6:** Know and understand how to coordinate and run review sessions with the team, supervisors and/or clients as appropriate.

**S1:** Lead liaison with other departments, acting as first point of contact on the production.

**S2:** Coordinate activities and logistics to support the production team.

**S3:** Collaborate effectively with partners on productions such as cast, crew, and contributors, including chaperones and tutors where appropriate.

**S4:** Communicate factually and tactfully with colleagues and clients; adapting the method of communication to meet the needs of the audience.

**S5:** Resolve problems on productions in conjunction with relevant experts.

**S6:** Deliver good customer service in a creative environment.

**B1:** Flexibility - willing to both listen and learn and to accept changing priorities and working requirements and has the flexibility to maintain high standards in a changing production environment.

**B2:** Adding value - provides information that positively contributes to influencing business and production decisions whilst continually striving to improve own working processes and those of the production.

**B3:** Commitment and enthusiasm - a passion and desire for a career in film and TV production and a drive to succeed at everything they do, so that they deliver the best results for the productions.

*Indicative number of days required to complete the off the job training for this duty: 5*

### Duty 8: Manage others on productions

**K1:** Understand own role and responsibilities within the team and impact on others.

**K2:** Understand how to influence and motivate others to achieve results.

**K3:** Know how to coordinate and run review sessions with the team, supervisors and/or crew as appropriate.

**K4:** Understand the importance of accurate, effective and timely communication within own team, and with other departments to ensure efficient progress of the production.

**S1:** Use effective communication techniques to build rapport with a range of colleagues and suppliers, e.g. using positive questioning and active listening to be able to communicate technical content in a non-technical manner.

**S2:** Assess and agree the roles within the production team and collaborate with colleagues to achieve results.

**S3:** Collaborate effectively with partners on productions such as cast, crew, and contributors, including chaperones and tutors where appropriate.

**S4:** Conduct discussions and negotiations in ways which promote good working relationships.

**B1:** Ethics and integrity - honest and principled in all of their actions and interactions. They will respect others and meet the ethical requirements of their profession.

**B2:** Productivity - organises work effectively and achieves required results within deadlines. Demonstrates the drive and energy to get things done in pressurised situations and escalates appropriately when necessary.

*Indicative number of days required to complete the off the job training for this duty: 7*

### Duty 9: Manage production workflows throughout the stages of a production

**K1:** Understand the process and key aspects of each stage within end-to-end production workflows.

**K2:** Know and understand the life cycle of a film, television, short form, commercial, radio/audio, VFX or animation production including the organisational framework.

**K3:** Understand the different types of activities which occur in the various stages of the production process from pre-production through to post and the production coordinator’s responsibility for these.

**K4:** Understand the importance of agreed workflows and how to adapt these to meet the needs of a production.

**S1:** Work in line with agreed workflows, adapting to operational changes as they occur.

**S2:** Update, maintain and coordinate production documentation, such as: schedules, scripts, call sheets, technical requisitions, camera sheets, client feedback, review notes cast, and/or crew lists.

**S3:** Liaise with other departments, acting as first point of contact on the production.

**B1:** Productivity - organises work effectively and achieves required results within deadlines. Demonstrates the drive and energy to get things done in pressurised situations and escalates appropriately when necessary.

**B2:** Flexibility - willing to both listen and learn and to accept changing priorities and production requirements and has the flexibility to maintain high standards in a changing environment.

*Indicative number of days required to complete the off the job training for this duty: 5*

# Knowledge, skills and behaviours for option specialisms

## Option 1: film, TV, commercial and short form production

### Duty: Coordinate productions for film, TV, commercial or short form in line with production requirements

**K1:** Understand the needs of a particular production and the processes required to deliver those.

**K2:** Understand the importance of accurate, effective and timely communication within own team, and with other departments to ensure efficient progress of the production.

**K3:** Know how and when to obtain creative content and ensure the production company owns the necessary legal rights.

**K4:** Understand the requirements of the post-production schedule and the post production process.

**S1:** Assist with management of the set or location of the production; attending as required.

**S2:** Accommodate the technical needs of the creative team, including pre and post production.

**S3:** How to work collaboratively with senior personnel to ensure the final product is delivered to industry standards including technical and legal requirements.

**S4:** Manage liaison with the appropriate government agencies as required e.g. for work permits, licenses.

**B1:** Adding value - provides information that positively contributes to influencing business and production decisions whilst continually striving to improve own working processes and those of the production.

*Indicative number of days required to complete the off the job training for this duty: 7*

## Option 2: post, VFX and animation

### Duty: Coordinate post-production in line with production requirements for post-production, VFX or animation

**K1:** Know and understand how to utilise relevant database and scheduling software/tools to communicate information to the relevant teams/departments.

**K2:** Understand the editorial process and how to manage activities such as client turnover, ingest, client review, finishing or and/or deliverables.

**K3:** Understand the workflow of both live-action and computer generated based projects and the functions of relevant departments within that workflow.

**K4:** Know and understand the common file formats and resolutions used in the production process.

**S1:** Assess the project schedule and interpret/relay the priorities to the team.

**S2:** Anticipate and communicate potential issues in order to resolve problems quickly.

**S3:** Work collaboratively with the production team, artists, leads and/or supervisors to ensure that internal and external deadlines are met.

**S4:** Liaise with other post-production facilities, animators and broadcasters representing the organisation’s interests and relationships, acting as the contact point for the post-production department.

**B1:** Adding value - provides information that positively contributes to influencing business and production decisions whilst continually striving to improve own working processes and those of the production.

*Indicative number of days required to complete the off the job training for this duty: 7*

## Option 3: radio/audio production

### Duty: Coordinate radio/audio productions in line with production requirements

**K1:** Understand the specific regulatory and organisational requirements which apply to radio and audio productions such as Ofcom.

**K2:** Understand how to schedule a production, and the factors that need to be considered when scheduling.

**K3:** How to prepare scripts for use in radio and audio productions.

**K4:** How radio and audio technical operations work in studios and on location.

**S1:** Coordinate the scheduling of the production in line with organisational requirements.

**S2:** Monitor the production to ensure compliance with regulatory and organisational requirements.

**S3:** Assist with the preparation of production promotion, presentation and support material.

**S4:** Prepare scripts for use in radio and audio production.

**B1:** Adding value - provides information that positively contributes to influencing business and production decisions whilst continually striving to improve own working processes and those of the production.

*Indicative number of days required to complete the off the job training for this duty: 7*

**Estimate of total off-the-job training for 10 duties = 50 days**