

Media Production Coordinator (Film & TV)

Apprenticeship Standard

Role/Occupation: Media Production Coordinator

(Film, TV, Commercial, Short Form Radio and Audio Production)

Level 4



Overview: Co-ordinate productions using specialist production management skills, knowledge and experience.

A Production Co-ordinator 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 or VFX Producer and the wider production or post production teams and with clients and crew. On larger productions they may work in a team with production assistants working with them.

An employee in this occupation will be responsible for supporting and delivering the operational elements of productions in film, TV, commercials, short form production, and radio/audio. This may include logistics, finance, personnel, equipment and/or content for productions, both on and off set, studio or on location. Specific roles and responsibilities may vary from production to production depending on the genre.

There is a core and optional element to the Standard, to reflect the varied roles that come under the production co-ordinator occupation in the creative media industries. All learners will undertake the core element of the apprenticeship. This document lays out the optional element for **Film, TV, Commercial, Short Form Radio & Audio Production:**

The Production Co-ordinator working as a member of the Production team will provide operational support to the Production Manager. They will help the team deliver the needs of the production, including obtaining rights and legal clearances to production content, producing and maintaining production documentation, organising resources and logistics including transport, accommodation and equipment and scheduling productions. Production Co-ordinators will have a clear understanding of the production process and the changing needs and demands of the production team.

DURATION

The apprenticeship will typically take 24 months to complete.

ENTRY REQUIREMENTS

Entry requirements will be determined by individual employers

ENGLISH & MATHS

Apprentices without Level 2 English or Maths will need to achieve this prior to taking their End Point Assessment. For those with an education, health and care plan or a legacy statement, the minimum English and Maths requirement is Entry Level 3. For those whose primary language is British Sign Language, BSL qualifications are an alternative to English qualifications.

QUALIFICATIONS

There are no mandatory qualifications for this apprenticeship standard.

Core Knowledge

- The context of role within production, department they are working in & subsequent stages of workflow process
- How, where and when to record and communicate information regarding the progress of the production
- The requirements and production documentation that may be needed when travelling for example, carnet
- The different environments, production formats/types/scales that affect nature & quantity of resources required
- Where to locate and how to use, appropriate and reliable financial information and advice
- What is required by other departments, facilities and/or clients for the production
- The specifications for the crew, the facilities and the technical services required for the production
- How to access potential suppliers and crew members, and secure contracts and rates
- Organisational policies, legal and financial requirements which apply to obtaining resources
- The commercial goals and priorities of productions you work on and how these impact on budgets and schedules
- How to accurately code all production expenditure and record ongoing production costs against budget projections to monitor and report back on the production budget
- The duration, cost and value of production activities and their impact on remaining on schedule and on budget
- How to identify potential health and safety risks for production, company procedures for reporting hazards & risks to appropriate personnel and feeding into production team's plans to ensure health & safety on production
- The industry regulations, codes of practice, required licenses and/or legal requirements that may affect a production when working such as work permits, diversity monitoring or carbon calculators
- The key issues relating to the clearance of copyright materials
- The effect different types of copyright has on different types of material
- The needs of production in using copyright material/content & processes required to obtain necessary legal rights
- Where to obtain advice/information from specialist sources for materials subject to complex/unusual copyright regs.
- The importance of the production co-ordinator role, responsibilities within the team and impact of own actions in achieving the vision and aims of the production
- How to use effective communication techniques to build rapport with a range of colleagues and suppliers e.g. using positive questioning and active listening
- How to create an environment of trust and mutual respect with production partners
- How to co-ordinate and run review sessions with the team, supervisors and/or clients as appropriate
- How to influence and motivate others to achieve results
- The importance of accurate, effective and timely communication within own team and with other departments to ensure efficient progress of the production
- The production process from pre to post & key aspects of each stage within end-to-end production workflow, the different activity types which occur in stages of production and production co-ordinator's responsibility for these
- The life cycle of a film, television, short form, commercial, radio/audio, VFX or animation production including the organisation framework
- The importance of agreed workflows and how to adapt these to meet the needs of a production
- The needs of a particular production and the technical processes required to deliver those
- How and when to obtain creative content and ensure the production company owns the necessary legal rights
- The requirements of the post-production schedule and the post-production process
- How to use relevant database/scheduling software/tool to communicate information to relevant team/department
- The editorial process & how to manage activities, e.g. client turnover, ingest, client review, finishing, deliverables
- The workflow of both live-action and computer generated based projects and the functions of relevant departments within that workflow
- The common file formats and resolutions used in the production process
- How to schedule a production and the factors that need to be considered when scheduling
- How to prepare script for use in scripted and non-scripted productions
- How technical operations work in studios, sets and/or on location
- How to increase production content distribution via multiple platforms
- How best to use facilities in order to advise production teams on the most appropriate Post-Production route, taking into account availability of staff and facilities
- The purpose of post-production within the end-to-end production process
- How and when to ask questions to improve your practice and performance
- How to use resources, such as online sites, to update knowledge and identify industry trends

Core Knowledge

- Operate within and adhere to agreed organisational policies, standards and procedures, adapting to operational changes as they occur for a production
- Be responsible for creating and maintaining production documentation and records such as: *schedules, scripts, call sheets, technical requisitions, camera sheets, client feedback, review notes, case and/or crew lists*
- Compile resourcing/progress reports, draw on information from relevant departments per production requirements
- Liaise with other departments, acting as first point of contact on the production
- Provide production personnel with up-to-date information on production activities
- Monitor the use of production materials, equipment and supplies ensuring these are used effectively
- Assist with sourcing or booking crew/contributors/talent/suppliers to meet production requirements
- Manage logistics and/or travel, liaising with other departments when required
- Assist with preparing production budget, analyse use of production budget to maintain accurate financial records
- Monitor & control compliance for production relating to legal, regulatory, organisational & industry practice codes
- Identify and mitigate any risks to the production, escalating issues if necessary
- Comply with company Health & Safety policies & practices, complete risk assessments for tasks and work activities within, and relevant to, own role
- Research and establish sources of copyright for the materials being used on a production
- Analyse the proposed use and wider impact on the budget, of using copyright materials for a production
- Lead liaison with copyright owners and license holders to obtain their terms and conditions
- Acquire clearances and permission for material as agreed with the producer and maintain accurate records
- Store materials/content obtained, in accordance with organisational policies and procedures
- Co-ordinate activities and logistics to support the production team
- Build rapport and collaborate effectively with partners on productions such as cast, crew, and contributors, including chaperones and tutors where appropriate
- Communicate factually and tactfully with colleagues and clients; resolving problems on productions when required
- Allocate resources and delegate tasks within the production to meet deadlines
- Conduct discussions and negotiations in ways which promote good working relationships e.g. using positive questioning and active listening, adapting communication methods as required
- Work in line with agreed workflows, adapting to operational changes as they occur
- Assist with management of the set, studio or location of the production
- Accommodate the technical needs of the creative team, including pre and post production
- Work collaboratively with senior personnel to ensure the final product is delivered to industry standards including technical and legal requirements
- Manage liaison with the appropriate government agencies as required e.g. for work permits, licenses
- Assess the project schedule and interpret/relay the priorities to the team
- 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
- Co-ordinate the scheduling of the production in line with organisational requirements
- Prepare production promotion, presentation and support material such as online, stills, press packages
- Prepare scripts for use in scripted and non-scripted productions; formatting, supervising or managing versioning
- Manage delivery process of materials to clients/external companies, keep parties informed of progress & change
- Negotiate delivery dates and format requirements with productions
- Proactively look for ways to improve efficiency within the production environment
- Integrate the schedules of parallel productions, balancing genre and facilities clashes to ensure priorities are met and the best business outcome is achieved
- Multitask on simultaneous productions, often for different clients, deciding how to prioritise the work to ensure that all tasks are completed on schedule
- Take ownership to resolve and/or escalate faults/incidents/problems to the appropriate person, within agreed governance parameters
- Create and maintain a professional development record to document progress against key competencies and enable effective learning from the workplace
- Seek out learning and networking opportunities that will be most beneficial to you

Behaviours	What is required
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
Resilience & Enthusiasm	Adapts positively to changing work priorities and patterns, ensuring deadlines continue to be met Is proactive and explores new ideas and non-standard ways of working which will enhance and deliver the best results for the production
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
Ethics & Integrity	Honest and principled in all of their actions and interactions They will be respectful and inclusive of others and meet the ethical requirements of the profession
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
Personal Accountability	Takes the initiative and responsibility for own learning and development Proactively takes responsibility for completing tasks and meeting expectations Consistently prioritises in order to achieve timely outcomes for a production Recognises when mistakes are made and taking personal responsibility to address them

Duties - What is required:

Apply technical knowledge and skills to ensure the delivery of Film, TV, Commercial, Short Form, Radio or Audio content in line with the deadlines and requirements of the production

Determine and obtain the clearances required for materials being used on productions

ON-PROGRAMME DELIVERY

Each apprentice will be allocated a Coach to support ongoing learning and preparation for End Point Assessment. In addition Progress Reviews will take place regularly to ensure the apprentice is on track.

All apprentices will be invited to attend relevant workshops to support the development of their Knowledge, Skills and Behaviours.

END POINT ASSESSMENT

The EPA will consist of two assessment methods:

1. Production Project report, presentation and supplementary questioning
2. Professional discussion underpinned by portfolio

The EPA will be conducted by an Independent External Assessment Organisation (IEAO).

PROGRESSION

Please talk to us about progression from this Apprenticeship.

REALITY CHECK

- Time and support required from the employer to the apprentice during the apprenticeship to include: regular Performance Reviews, relevant off the job training and preparation for the final EPA
- Expectation of significant amounts of study/work from the apprentice in order to meet the requirements of the apprenticeship
- Employer has to be involved in the EPA and provide support and time to the apprentice in preparation for the EPA
- Workshops are held in Cirencester and Bristol

COSTINGS

Maximum Funding Band: £8,000

The cost of the apprenticeship will be negotiated with you in line with Government guidelines

Additional Costs:

- Optional - IT Functional Skills Level 2 - £200

PLEASE CONTACT APPRENTICESHIPS@CIRENCESTER.AC.UK FOR FURTHER INFORMATION

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