

STANDARD OPERATING PROCEDURES

Guidelines & Job Description – What I need to do after I get some experience?

These procedures were designed to give the person responsible in this area some indication to what needs to be achieved after a lengthy exposure and work experience. The person(s) selected for this particular position will be allowed time to adjust and train him/herself while working with the producer. Not in-depth experience or qualification is required at this stage. Please come along and share your experience with the rest of us. Thank you.

Talent Directors

Audition and interview performers to select most appropriate talent for parts in stage, television, radio, or motion picture productions.

Tasks

- Arrange for and/or design screen tests or auditions for prospective performers.
- Attend or view productions in order to maintain knowledge of available actors.
- Audition and interview performers in order to match their attributes to specific roles or to increase the pool of available acting talent.
- Contact agents and actors in order to provide notification of audition and performance opportunities and to set up audition times.
- Locate performers or extras for crowd and background scenes, and stand-ins or photo doubles for actors, by direct contact or through agents.
- Maintain talent files that include information such as performers' specialties, past performances, and availability.
- Negotiate contract agreements with performers, with agents, or between performers and agents or production companies.
- Prepare actors for auditions by providing scripts and information about roles and casting requirements.
- Read scripts and confer with producers in order to determine the types and numbers of performers required for a given production.
- Review performer information such as photos, resumes, voice tapes, videos, and union membership, in order to decide whom to audition for parts.

Knowledge

- **Fine Arts** — Knowledge of the theory and techniques required to compose, produce, and perform works of music, dance, visual arts, drama, and sculpture.
- **Personnel and Human Resources** — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
- **Sales and Marketing** — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- **Administration and Management** — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- **Communications and Media** — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Skills

- **Speaking** — Talking to others to convey information effectively.
- **Negotiation** — Bringing others together and trying to reconcile differences.
- **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.
- **Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.
- **Social Perceptiveness** — Being aware of others' reactions and understanding why they react as they do.
- **Writing** — Communicating effectively in writing as appropriate for the needs of the audience.
- **Management of Personnel Resources** — Motivating, developing, and directing people as they work, identifying the best people for the job.
- **Persuasion** — Persuading others to change their minds or behavior.
- **Coordination** — Adjusting actions in relation to others' actions.

Abilities

- **Oral Expression** — The ability to communicate information and ideas in speaking so others will understand.
- **Speech Clarity** — The ability to speak clearly so others can understand you.
- **Hearing Sensitivity** — The ability to detect or tell the differences between sounds that vary in pitch and loudness.
- **Memorization** — The ability to remember information such as words, numbers, pictures, and procedures.
- **Deductive Reasoning** — The ability to apply general rules to specific problems to produce answers that make sense.
- **Near Vision** — The ability to see details at close range (within a few feet of the observer).
- **Oral Comprehension** — The ability to listen to and understand information and ideas presented through spoken words and sentences

Work Activities

- **Judging the Qualities of Things, Services, or People** — Assessing the value, importance, or quality of things or people.
- **Communicating with Persons Outside Organization** — Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- **Establishing and Maintaining Interpersonal Relationships** — Developing constructive and cooperative working relationships with others, and maintaining them over time.
- **Resolving Conflicts and Negotiating with Others** — Handling complaints, settling disputes, and resolving grievances and conflicts, or otherwise negotiating with others.
- **Communicating with Supervisors, Peers, or Subordinates** — Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- **Getting Information** — Observing, receiving, and otherwise obtaining information from all relevant sources.
- **Identifying Objects, Actions, and Events** — Identifying information by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events.
- **Making Decisions and Solving Problems** — Analyzing information and evaluating results to choose the best solution and solve problems.
- **Thinking Creatively** — Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions.
- **Provide Consultation and Advice to Others** — Providing guidance and expert advice to management or other groups on technical, systems-, or process-related topics.

Work Context

- **Indoors, Environmentally Controlled** — How often does this job require working indoors in environmentally controlled conditions?
- **Contact With Others** — How much does this job require the worker to be in contact with others (face-to-face, by telephone, or otherwise) in order to perform it?
- **Spend Time Sitting** — How much does this job require sitting?
- **Deal With External Customers** — How important is it to work with external customers or the public in this job?
- **Importance of Being Exact or Accurate** — How important is being very exact or highly accurate in performing this job?
- **Spend Time Standing** — How much does this job require standing?

These Standard Operating Procedures [SOP] were designed only to be a guide and help to you.

**'60 Seconds iNTELEVISION Commercial Producers'**

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