



## PRODUCER

Implement and deliver compelling advertising campaigns on time and within budget. Oversee all aspects of producing the campaign. Manage a team and source preferred production suppliers and directors within the industry to *bring the work to life.*

### Skills



Ability to pay attention to detail, producing covers a large number of tasks it's important to have a good understanding of production processes



Be a good communicator as you will liaise with a large number of stakeholders, build relationships at all levels



The ability to problem solve, finding fast and effective solutions



Be patient waiting for inputs and for everything to come together



Lateral thinking, be imaginative and back your ideas

## How to get into the Industry

Short production courses

Get hands on experience, offer your support to a production company being on set will mean you are part of the production process and will help you determine what roles are available/suited to you

Be resourceful and make your own work

## Relevant Courses or Experience

A degree

Short courses (Metroscreen, AFTRS or Advertising School)

Gain experience start in an entry level role with a production company and work your way up

Ask for experience from people with industry and surround yourself with industry professional to gain expose to the industry

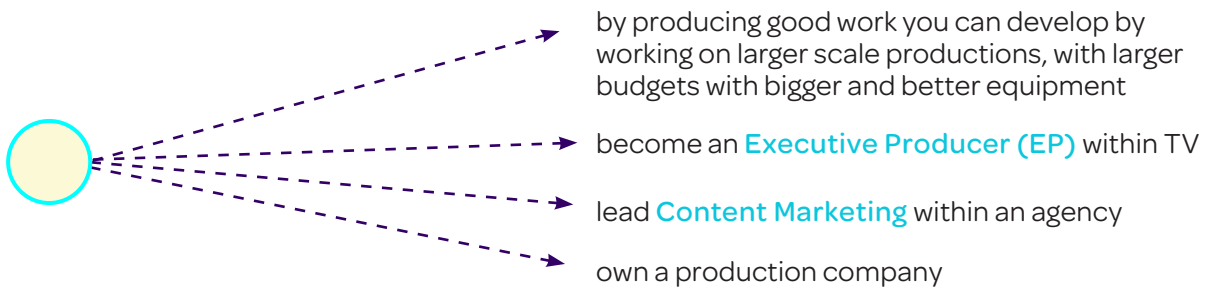
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## Career Pathways

Evolving sector, new positions emerging

Many different avenues can be taken, depending on your interests

As a Producer you may develop by:



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## Insights

Highlights of the role



*Meeting Dynamo, magician impossible... Every job differs hugely in scale and output which has given me the opportunity to work with and learn from some of Sydney's best cast and crew*

**Hayley Houston**  
Senior Producer  
Ensemble



*When you've finished a project and the film goes out – it's now there for the whole world to see. Yeah, the world is judging you, but that's cool! You made a thing*

**Andrew Garrick**  
Executive Producer  
Ensemble

Challenges in the role



May need to work under pressure to deliver results, ultimately you are responsible for bringing everything together  
Effectively coordinating a high number tasks and people



## TOP TIPS

- Work hard
  - Build relationships and be nice to everyone on the team
  - Empower team members to utilise their expertise - it will be good for the production
  - Proactively seek opportunities on the ground
  - Allow yourself to make mistakes - it's the best way of learning
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