

# MEDIA JOB DESCRIPTIONS

Salaries based on national average per year. Regions may vary.

WHAT IT IS		WHAT IT TAKES		EARNINGS POTENTIAL/ SALARY
Job Title	Tasks/Responsibilities	Skills/Knowledge	Training	
Announcer/Broadcaster	<ul style="list-style-type: none"> <li>Creates vocal recordings for television or radio</li> <li>Often introduces performances, comments on current events or reads news stories</li> </ul>	<ul style="list-style-type: none"> <li>Effective speaker and reader</li> <li>Able to take direction and take corrective actions</li> <li>Knowledge of communications, technology, and sales practices</li> </ul>	Vocal training On-the-job experience Degree of higher education varies	Varies
Artist Agent	<ul style="list-style-type: none"> <li>Represents a performing artist</li> <li>Responsible for finding out about and arranging for an artist's auditions, negotiating contracts, and ensuring that no conflicts between performer and potential employer exist</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of legal contracts</li> <li>Good negotiation skills</li> <li>Knowledge of theater, commercial and movie industry</li> </ul>	College or advance degree (such as a law degree) Field experience	Typically a percentage of an artist's salary
Arts Administrator	<ul style="list-style-type: none"> <li>Manages and arts organization, or individual artist</li> <li>May specialize in financial management, public relations, fundraising, programming etc.</li> </ul>	<ul style="list-style-type: none"> <li>Good communication, interpersonal and organizational skills</li> <li>Knowledge of and interest in the arts</li> <li>The ability to work independently, meet deadlines and manage a number of projects at the same time with accuracy</li> </ul>	College/ advanced degree (or equivalent) Professional experience	Average \$22,000 - \$45,000 depending on the size and budget of the organization
Audio Technician	<ul style="list-style-type: none"> <li>Responsible for the sound quality of a production</li> </ul>	<ul style="list-style-type: none"> <li>Must possess a thorough knowledge of electronic media</li> <li>Must be capable of setting up media programs and installations.</li> </ul>	College degree (or equivalent) Field experience	\$25,000 - \$30,000
Broadcast Technician	<ul style="list-style-type: none"> <li>Operates equipment used in broadcasts</li> <li>Provides maintenance of equipment when necessary</li> </ul>	<ul style="list-style-type: none"> <li>A certain degree of creativity and latitude is expected.</li> </ul>	College or advanced degree Field Experience	\$30,000 - \$50,000
Casting Director (Network)	<ul style="list-style-type: none"> <li>Supervises the casting of all of a network's television programs</li> <li>Work with individual casting directors and producers to discover new talent for the network</li> <li>Will conduct general auditions as well as national talent searches</li> <li>Reads scripts and oversees the casting budget</li> </ul>	<ul style="list-style-type: none"> <li>Detail oriented and organized</li> <li>Must develop a wide network of actors, directors and producers</li> <li>Excellent communication, interpersonal and negotiation skills</li> </ul>	Industry and field experience	Varies
Composer	<ul style="list-style-type: none"> <li>Writes symphony and chamber music, opera, choral music, church music, ballet, and theater music</li> <li>Also write for commercials, industrials, feature films, and television</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of field including historical background</li> <li>Effective communication and personal administration</li> </ul>	College/ advanced degree Field Experience	Varies
Cinematographer/ Videographer	<ul style="list-style-type: none"> <li>Responsible for shooting all film and videotape to be used in a program</li> <li>Must be creative as well as adept at using many different types of cameras and recorders</li> </ul>	<ul style="list-style-type: none"> <li>Extensive knowledge of camera positioning and lighting</li> <li>Care and ability to complete routine adjustment of equipment during shooting</li> </ul>	College/ technical degree (or equivalent) Field Experience	Average \$28,000 - \$35,000

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Costume Designer	<ul style="list-style-type: none"> <li>Develops and creates costume designs for clothing worn in film and video productions.</li> <li>At times, the job entails locating 'off the rack' clothing that fits into the production.</li> </ul>	<ul style="list-style-type: none"> <li>Skills in sewing and clothing construction</li> <li>Strong art/design, time management, and research skills</li> <li>Strong understanding of history and the styles of different times</li> </ul>	Sewing and clothing design experience	Varies
Critic	<ul style="list-style-type: none"> <li>Views television shows and then writes reviews for publication in newspapers and magazines</li> </ul>	<ul style="list-style-type: none"> <li>Vast knowledge of area of expertise</li> <li>Clear and persuasive writing</li> <li>Strong opinion</li> <li>Open, unbiased mind</li> </ul>	College/ advanced degree Field Experience Professional credentials	\$15,000 - \$1,000,000 and up
Digital Artist	<ul style="list-style-type: none"> <li>Uses computers and digital technology to create works of art and design</li> <li>May be responsible for designing and developing interactive products, including websites and other forms of new media</li> </ul>	<ul style="list-style-type: none"> <li>Basic drawing/studio art skills combined with knowledge of 3D/2D design software applications</li> <li>Requires strong artistic ability and technical skills</li> </ul>	College/ advanced (or equivalent) 1-2 years professional/ industry experience	Varies
Director	<ul style="list-style-type: none"> <li>Plans, develops, and directs video productions to meet the needs and specifications of individual clients</li> <li>Productions may range from fifteen second TV commercials to feature-length, made-for-TV movies</li> </ul>	<ul style="list-style-type: none"> <li>Extensive artistic vision and creative skills</li> <li>Leadership skills</li> <li>Excellent communication and interpersonal skills</li> <li>Extensive understanding of the entire filmmaking process, from both technical and creative points of view</li> </ul>	College/ advanced Degree (or equivalent) Field Experience	\$35,000 - \$55,000 and up
Executive Director	<ul style="list-style-type: none"> <li>Provides leadership for an art institution</li> <li>Responsible for policy making, long-range planning, staffing, overseeing funding and may be responsible for financial management</li> </ul>	<ul style="list-style-type: none"> <li>Management skills</li> <li>Organization skills</li> <li>Time management</li> <li>Artistic vision</li> <li>Strong verbal and written communication</li> <li>Strong knowledge of institution's history and policy</li> </ul>	College/ advanced degree Vast professional experience	Can range for \$50,000 - \$450,000, depending on the size and budget of the institution
Film Editor	<ul style="list-style-type: none"> <li>Edits various pre-taped segments and assembles them, together with sound effects and sound, into a finished film</li> </ul>	<ul style="list-style-type: none"> <li>Media production and usage</li> <li>Good interpersonal skills</li> </ul>	College/ advanced degree (or equivalent) Extensive industry and professional experience	\$45,000 - \$53,000
Filmmaker	<ul style="list-style-type: none"> <li>Directs and/or produces films to be viewed by means of theater, television, or other form of visual media</li> </ul>	<ul style="list-style-type: none"> <li>Script writing</li> <li>Basic acting</li> <li>Camera operation</li> <li>Knowledge of editing software</li> </ul>	College/ advanced degree (or equivalent) Extensive industry and professional experience	Varies

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General Manager	<ul style="list-style-type: none"> <li>Responsible for the day-to-day operations of a radio or television station</li> <li>Duties include developing budgets and promotions/marketing</li> </ul>	<ul style="list-style-type: none"> <li>Excellent writing skills</li> <li>Knowledge of film theory, history, and literature</li> <li>Excellent organizational, PR/Marketing, time management, and computer skills</li> <li>Strong communication and interpersonal skills</li> </ul>	College/ advanced degree (or equivalent) Professional experience	Varies
Graphic Artist	<ul style="list-style-type: none"> <li>Part of a creative support team (which may include a TV cartoonist and an art director) that designs and creates all art and visual materials used to enhance a television program, news publication or website</li> </ul>	<ul style="list-style-type: none"> <li>Basic drawing/ studio art skills combined with knowledge of 2D design software applications</li> <li>Requires strong artistic ability and technical skills</li> </ul>	College/ advanced degree (or equivalent) 1-2 years professional/ industry experience	Average \$31,000 - \$36,000
Hair Stylist	<ul style="list-style-type: none"> <li>Creates the hair styles for media personalities by washing, cutting, styling and coloring hair and wigs for them</li> </ul>	<ul style="list-style-type: none"> <li>Good communication skills, diplomacy, strength and stamina</li> <li>Creative problem solving skills, flexibility, detail oriented</li> <li>Extensive understanding of the entire filmmaking process, from both technical and creative points of view</li> <li>Knowledge of the requirements of the relevant health and safety legislation and procedures for various substances and materials used in hairdressing</li> </ul>	College/ Technical degree (or equivalent) Professional and industry experience Portfolio	\$14,000 - \$100,000 and up
Key Grip	<ul style="list-style-type: none"> <li>Responsible for setting all reflectors and light modifying control devices and for supervising and coordinating the operation of the Grip crew as efficiently, effectively and safely as practical in order to prepare the set and expedite lighting, camera placement and camera movement procedures involving Grip personnel</li> </ul>	<ul style="list-style-type: none"> <li>Manual dexterity and an aptitude for working with electrical, electronic, and mechanical systems and equipment</li> </ul>	Professional and industry experience	Varies

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Lighting Technician	<ul style="list-style-type: none"> <li>Responsible for achieving the lighting effects desired by the director of a production</li> <li>Lighting Technicians use a variety of floodlights, spotlights, filters, and other accessories to provide the balance necessary for lighting a set</li> </ul>	<ul style="list-style-type: none"> <li>Comfortable working at heights</li> <li>Strength, stamina, agility, and manual dexterity</li> <li>Good communication and interpersonal skills, and detail oriented</li> <li>Aptitude for working with electrical, electronic, and mechanical systems and equipment</li> <li>Self-motivated and adaptable</li> </ul>	College/ Technical degree (or equivalent) Certification A clean driving license is usually required, and an LGV license is often also specified	Varies
Location Manager	<ul style="list-style-type: none"> <li>In charge of making all arrangements for an "on -location" shoot</li> <li>Works with director to determine necessary location for a particular script, then is responsible for finding and attaining sites for film shoots</li> <li>Obtains clearance to use particular locations, manages all location-related matters, such as maintaining relationships between location proprietor and film crew</li> </ul>	<ul style="list-style-type: none"> <li>Excellent writing skills</li> <li>Knowledge of film theory, history, and literature</li> <li>Excellent organizational, PR/Marketing, time management, and computer skills</li> <li>Strong communication and interpersonal skills</li> </ul>	College/ advanced degree (or equivalent) Professional experience	Varies based on budget of film and number of locations in film
Makeup Artist	<ul style="list-style-type: none"> <li>Creates or changes the appearance of actors in a production through the use of makeup and prosthetic devices.</li> </ul>	<ul style="list-style-type: none"> <li>Styles of performance</li> <li>Production techniques</li> <li>Budgeting and scheduling processes</li> <li>Health and safety implications</li> </ul>	Experience in makeup and hair design, construction and application	\$14,000 - \$100,000 and up
Manager	<ul style="list-style-type: none"> <li>Oversees the career of a writer</li> <li>May be responsible for negotiating contracts, scheduling book signings, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Excellent writing skills</li> <li>Knowledge of film theory, history, and literature</li> <li>Excellent organizational, PR/Marketing, time management, and computer skills</li> <li>Strong communication and interpersonal skills</li> </ul>	College/ advanced degree (or equivalent) Professional experience	Varies

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Marketing Director	<ul style="list-style-type: none"> <li>In charge of creating a public image that promotes and best reflects a particular media company</li> <li>Helps to plan the advertising campaign for a show, then oversees the implementation of the campaign</li> </ul>	<ul style="list-style-type: none"> <li>Excellent organizational, PR/Marketing, time management, and computer skills</li> <li>Strong communication and interpersonal skills</li> <li>Excellent grasp of grammar</li> <li>Excellent writing skills</li> <li>Knowledge of film theory, history, and literature</li> </ul>	College/ advanced degree Professional experience	Varies
Marketing Manager	<ul style="list-style-type: none"> <li>Oversees all of a particular media company's marketing, promotion, publicity, advertising, and direct sales (if called for)</li> </ul>	<ul style="list-style-type: none"> <li>Excellent writing skills</li> <li>Knowledge of film theory, history, and literature</li> <li>Excellent organizational, PR/Marketing, time management, and computer skills</li> <li>Strong communication and interpersonal skills</li> </ul>	College/ advanced degree Professional experience	\$35,000 - \$90,000 and up
Master Control Operator	<ul style="list-style-type: none"> <li>Responsible for ensuring that all programming airs properly during a shift</li> <li>Makes any corrections necessary during the airing of commercials</li> <li>Monitors closed-captioning, multiple video and audio signals, and is in charge of any trouble-shooting or problem solving</li> </ul>	<ul style="list-style-type: none"> <li>Strong communication and interpersonal skills</li> <li>Excellent organizational, time management, and computer skills</li> <li>Dependable and detail-oriented</li> <li>Manual dexterity and an aptitude for operating electronic equipment</li> </ul>	College/ advanced degree (or equivalent) Industry experience required	Varies
Music Director	<ul style="list-style-type: none"> <li>Oversees the composition of music for a television station, program or network</li> <li>Responsible for contract negotiations, music administration, selecting music libraries, and the production of original music</li> <li>May serve as a talent scout for composers and performers</li> </ul>	<ul style="list-style-type: none"> <li>Leadership skills</li> <li>Excellent communication and interpersonal skills</li> <li>Extensive understanding of industry related processes, from both technical and creative points of view</li> </ul>	College/ advanced degree (or equivalent) Professional and Industry experience	Varies
Newswriter	<ul style="list-style-type: none"> <li>Writes, edits and sometimes produces news stories</li> </ul>	<ul style="list-style-type: none"> <li>Excellent grasp of grammar and strong writing skills</li> <li>Knowledge of film theory, history, and literature</li> </ul>	College degree in one or more: film, journalism, public relations, business	Average \$42,000 - \$64,000

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Operations Manager	<ul style="list-style-type: none"> <li>Plans and supervises all technical aspects of a network's programming</li> </ul>	<ul style="list-style-type: none"> <li>Excellent organizational, time management, and computer skills</li> <li>Strong communication and interpersonal skills</li> </ul>	Professional/ industry experience	Varies
Photographer	<ul style="list-style-type: none"> <li>Shoots pictures of people, places, events, and things to be used for print publications or TV shows</li> <li>May also create special effects for pictures through the use of various techniques, both natural and contrived</li> </ul>	<ul style="list-style-type: none"> <li><i>Traditional photography:</i> Ability to mix chemicals, develop film, print photographs</li> <li><i>Digital photography:</i> Requires strong technical skills</li> <li>Strong artistic ability, hand-eye coordination, and ability to be accurate and detail-oriented</li> <li>Strong communication and interpersonal skills</li> </ul>	Professional/ industry experience	\$16,000 - \$41,000
Photography Manager	<ul style="list-style-type: none"> <li>Manages the photographic footage for TV series, movies, mini-series and pilots</li> <li>May analyze scripts and interact with actors, producers, agents and television executives</li> </ul>	<ul style="list-style-type: none"> <li>Excellent organizational, time management, and computer skills</li> <li>Strong communication and interpersonal skills</li> </ul>	Professional/ industry experience	Varies
Press Agent/Publicist	<ul style="list-style-type: none"> <li>Publicizes name of a TV station, program, or personality through the compilation of press kits, writing press releases, arranging press conferences, and planning publicity campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Excellent grasp of grammar and strong writing skills</li> <li>Knowledge of film theory, history, and literature</li> </ul>	College degree in one or more: film, journalism, public relations, business	\$18,000 - \$150,000 and up
Producer	<ul style="list-style-type: none"> <li>Responsible for all the operational and editorial aspects of a television or film production</li> <li>Oversees the production from concept to post production and marketing and is responsible to the production's financial backers</li> <li>Must have the ability to prepare a budget, secure financial resources, control overall production planning, ensure compliance with regulations and codes of practice, select appropriate crews and suppliers, identify and select supporting artists and contributors, control production expenditure; monitor and control the progress of productions; and supervise the edit of a completed film</li> </ul>	<ul style="list-style-type: none"> <li>Business savvy and strong motivational, negotiation, communication, and interpersonal skills</li> <li>Extensive knowledge of cinematic narrative and all creative processes of filmmaking</li> <li>Ability to act decisively and sensitively under enormous pressure</li> <li>Ability to identify hazards, assess risks, and develop procedure</li> </ul>	College/ advanced degree (or equivalent) Professional and industry experience	Average \$43,000 - \$91,000 and up

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Production Assistant	<ul style="list-style-type: none"> <li>Assists the program manager</li> <li>May be assigned writing, directing, promotion, and/or gopher duties</li> <li>Assists in moving equipment and other items on a set</li> </ul>	<ul style="list-style-type: none"> <li>Flexible, well organized, detail oriented</li> <li>Strong verbal/ written communication skills,</li> <li>Computer literacy in standard word processor, spreadsheet and e-mail</li> <li>Knowledge of entire film production process</li> </ul>	Professional experience	Average \$20,000 - \$28,000
Production Coordinator	<ul style="list-style-type: none"> <li>Responsible for all studio production and the supervision of production staff</li> <li>In small operations, this job may also include creative production duties</li> </ul>	<ul style="list-style-type: none"> <li>Strong multi-tasking skills, flexible, well organized, detail oriented</li> <li>Excellent organizational and communication skills</li> <li>Knowledge of entire film production process</li> <li>Ability to identify and negotiate copyright issues, and assist with daily financial control</li> <li>Computer literacy in standard word processor, spreadsheet and e-mail</li> </ul>	Professional or Industry experience	Average \$45,000 - \$90,000
Production Manager	<ul style="list-style-type: none"> <li>Responsible for administrative business and production details for a large budget production as supervised by the producer</li> <li>Responsible for budgeting, arranging and scheduling all production elements, including staff, cast and crew</li> </ul>	<ul style="list-style-type: none"> <li>Business savvy and a thorough knowledge of film production</li> <li>Excellent planning, organizational, and administrative skills</li> <li>Excellent communication, interpersonal, and negotiation skills</li> <li>Comfortable with budgeting and accounting programs, film scheduling and word processing software</li> <li>Contacts with local equipment suppliers, production personnel</li> <li>Familiarity with health and safety procedures and regulations</li> <li>Familiarity with all insurance issues.</li> </ul>	Extensive industry experience College/ advanced degree (or equivalent)	Varies

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Program Director	<ul style="list-style-type: none"> <li>At a particular radio station, responsible for selecting music and programs</li> <li>Researches audience preferences</li> <li>Maintains relationships with affiliated stations</li> <li>Formulates long-term plans</li> <li>Manages talent and budgets</li> </ul>	<ul style="list-style-type: none"> <li>Excellent communication and interpersonal skills</li> <li>Extensive understanding of industry related processes, from both technical and creative points of view</li> </ul>	Professional/ industry experience	Varies
Property Master	<ul style="list-style-type: none"> <li>In charge of all company property</li> <li>Responsible for the security and condition of set and props during actual shooting process</li> </ul>	<ul style="list-style-type: none"> <li>Leadership skills</li> <li>Excellent communication and interpersonal skills</li> <li>Extensive understanding of industry related processes, from both technical and creative points of view</li> <li>Manual dexterity and strong craft, repair and research skills</li> <li>Clean driver's license is essential</li> <li>Awareness of health and safety regulations</li> </ul>	Extensive professional/ industry experience	Varies
Public Relations Director	<ul style="list-style-type: none"> <li>Develops and maintains programs for TV stations, shows, or personalities that present a favorable public image</li> </ul>	<ul style="list-style-type: none"> <li>Excellent writing skills</li> <li>Knowledge of film theory, history, and literature</li> <li>Excellent organizational, PR/Marketing, time management, and computer skills</li> <li>Strong communication and interpersonal skills</li> </ul>	College/ advanced degree (or equivalent) Professional experience	\$15,000 to \$50,000 to \$150,000
Reporter	<ul style="list-style-type: none"> <li>Gathers information and prepares stories that inform the public about local, state, national, and international news and events</li> </ul>	<ul style="list-style-type: none"> <li>Excellent grasp of grammar and strong writing skills</li> <li>Knowledge of film theory, history, and literature</li> </ul>	College degree in one or more: film, journalism, public relations, business	\$21,000 to \$79,000+, depending on the size of the market

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Set Dresser	<ul style="list-style-type: none"> <li>Responsible for placing objects, fixtures, and furnishings on/in walls, floors and ceilings of sets or around the production site for cinematic purposes</li> <li>Can be done to interior or exterior sets</li> </ul>	<ul style="list-style-type: none"> <li>Multi-skilled, including sewing, ironing, plumbing, carpet fitting, upholstery, and taking accurate measurements</li> <li>Good computer skills (Mac and PC)</li> <li>Spatial awareness, creative problem solving abilities, and an attention to detail</li> <li>Strong communication and interpersonal skills</li> <li>A clean driver's license</li> <li>Knowledge of the film making process</li> </ul>	Strong professional/ industry experience	Varies
Scenic Designer	<ul style="list-style-type: none"> <li>Creates the set designs for productions and helps to conceptualize the ideas necessary for sets</li> <li>Works with the director, lighting designer, and one or more assistants to produce a variety of effects using backdrops, props, and lighting</li> <li>Helps formulate the "look" of a production</li> </ul>	<ul style="list-style-type: none"> <li>Extensive artistic vision and creative skills</li> <li>Excellent communication and interpersonal skills</li> <li>Extensive understanding of the entire process, from both technical and creative points of view</li> <li>Knowledge of film theory, history, and literature</li> <li>Excellent organizational, time management, and computer skills</li> </ul>	College/ advanced degree (or equivalent) Professional experience	Average \$29,500 to \$43,700 per year
Screenwriter	<ul style="list-style-type: none"> <li>Responsible for transforming a story, play, or disposition into a visually oriented script, including narration dialogue and camera instructions</li> <li>Also responsible for making any changes, deletions, or additions called for during production</li> </ul>	<ul style="list-style-type: none"> <li>Excellent writing skills and a strong understanding of plot development</li> <li>Ability to be creative, dedicated, well organized, and capable of working as part of a team, to strict deadlines</li> </ul>	Professional/ industry experience	\$25,000 to \$65,000+
Script Supervisor	<ul style="list-style-type: none"> <li>Responsible for keeping track of which scenes have been covered, along with any deviations in the script, dialogue or continuity</li> </ul>	<ul style="list-style-type: none"> <li>Excellent organizational, time management, technology, writing and computer skills</li> <li>Extensive understanding of the entire process, from both technical and creative points of view</li> <li>Excellent communication and interpersonal skills</li> </ul>	Professional/ industry experience	Varies