

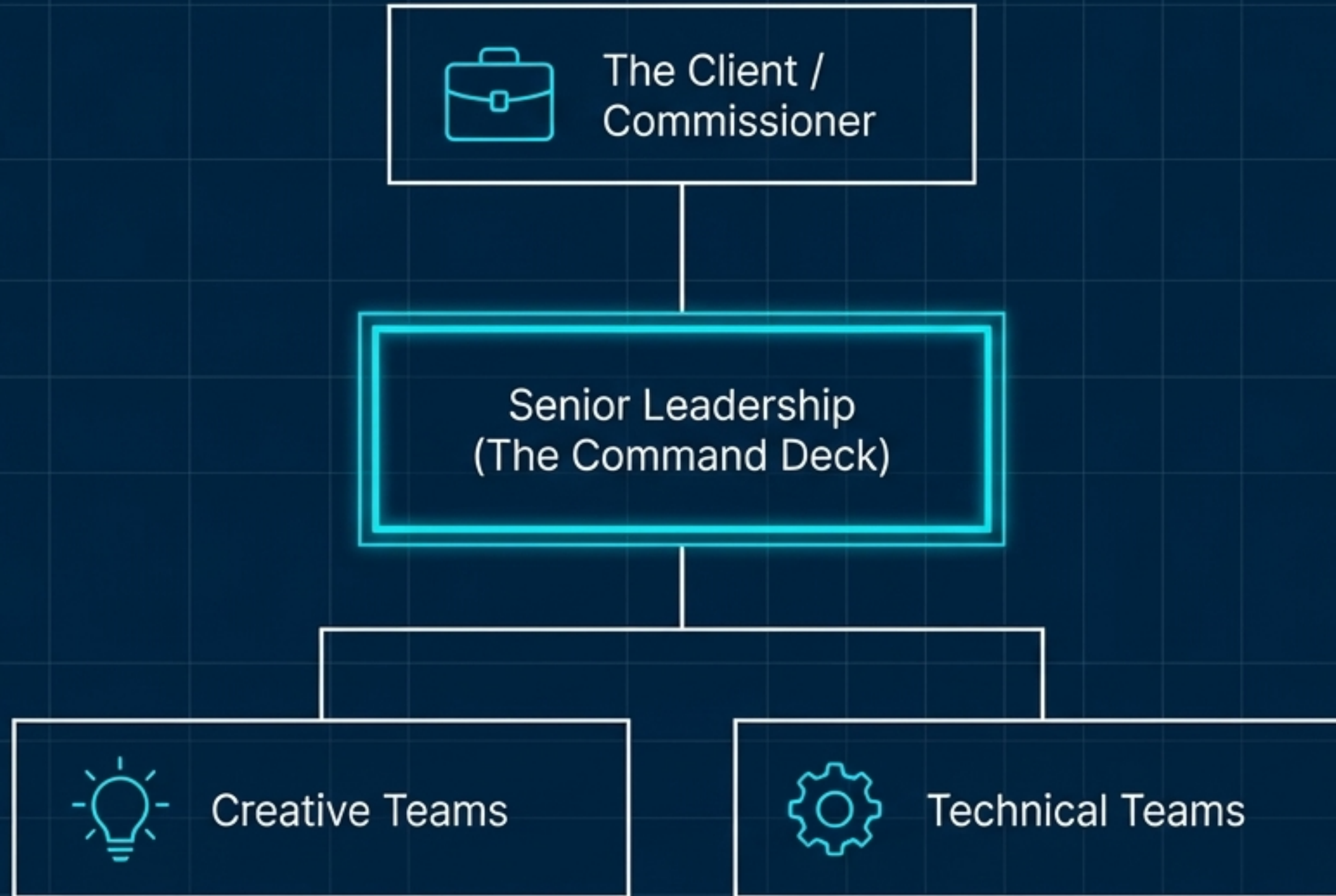
The Command Deck

A Blueprint for Media Leadership

Senior Roles Provide Leadership and Direction.

Roles that **lead projects, manage teams** and take **overall responsibility** for the product. They manage budgets, schedules and staff, make key decisions, communicate with clients and take responsibility for the final product.

The Command Centre: Where Senior Roles Sit.



Senior roles sit at the top of a production team or department. They communicate with clients and coordinate creative and technical teams.

Mapping the Command Structure



Overall Project

Producers, Executive Producers, Project Managers.



Creative Leadership

Directors, Series Producers, Creative Directors.



Department Heads

Heads of Camera, Post-Production, Sound, Design.



Editorial Leadership

Editors-in-Chief, Senior Editors, Content Leads.



Business & Strategy

Commissioners, Channel Controllers, Senior Marketing Managers.

The Senior Leadership Dashboard: Core Responsibilities



Planning & Scheduling

Create work plans, milestones and deadlines for the team.



Budgeting

Allocate money to staff, equipment, and marketing; monitor spend.



Managing Staff

Hire, brief, motivate and review the work of creative and technical teams.



Client Communication

Update clients, pitch ideas and negotiate changes to the brief.



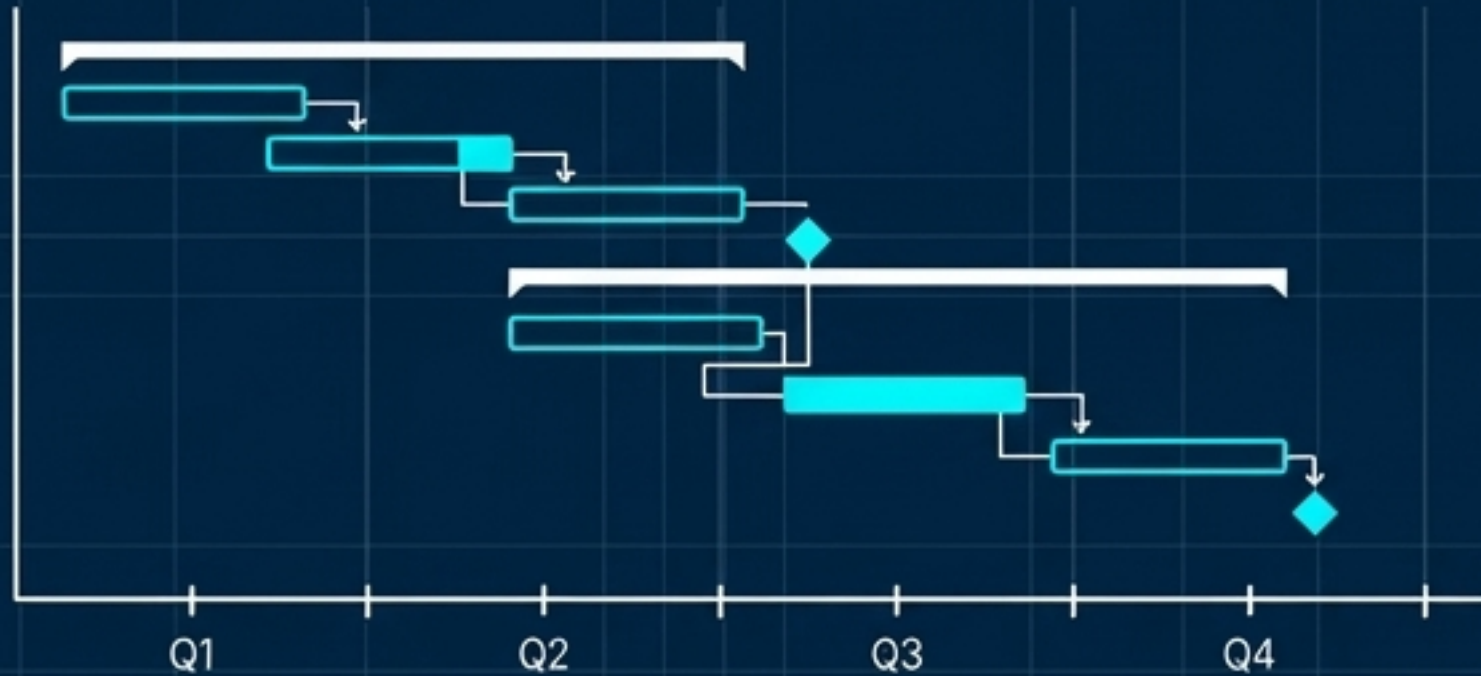
Quality & Risk

Check that the product meets legal, ethical and technical standards.

Leadership · Strategy · Oversight

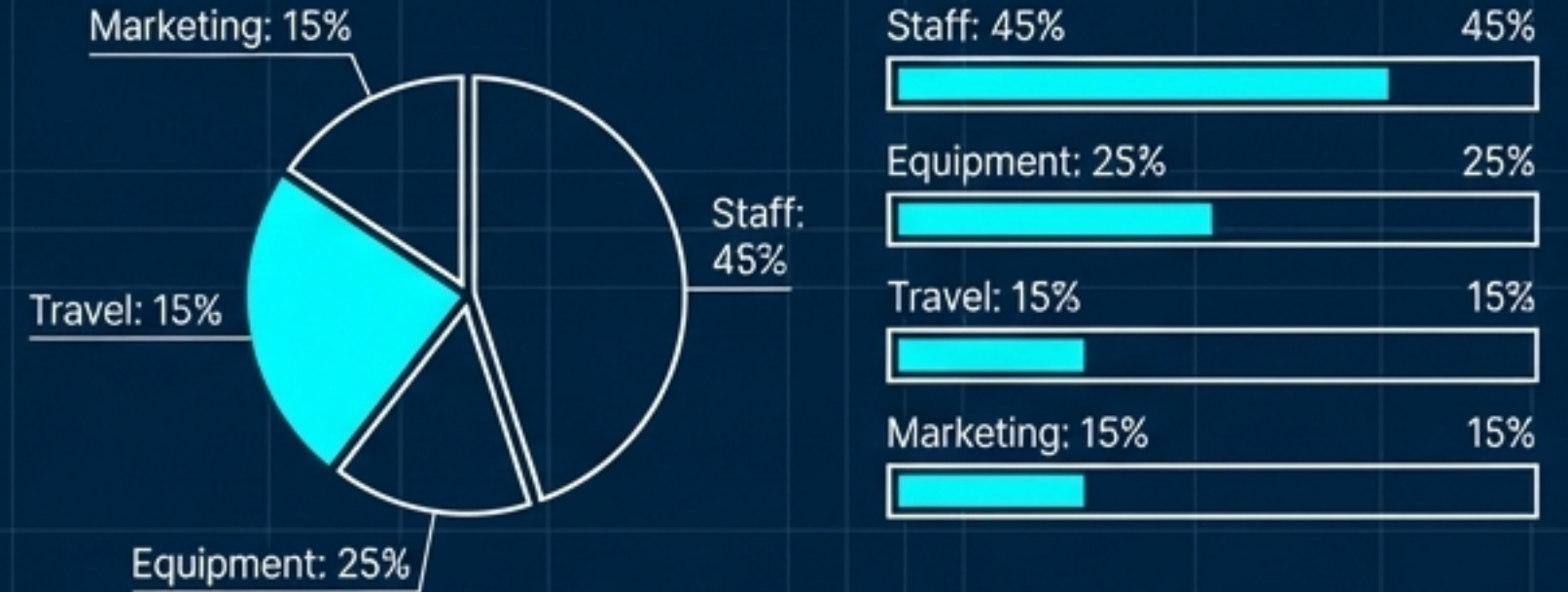
Blueprint for Success: Planning & Budgeting

The Timeline



Senior leaders create detailed work plans, setting out key milestones and deadlines to guide the entire team from start to finish.

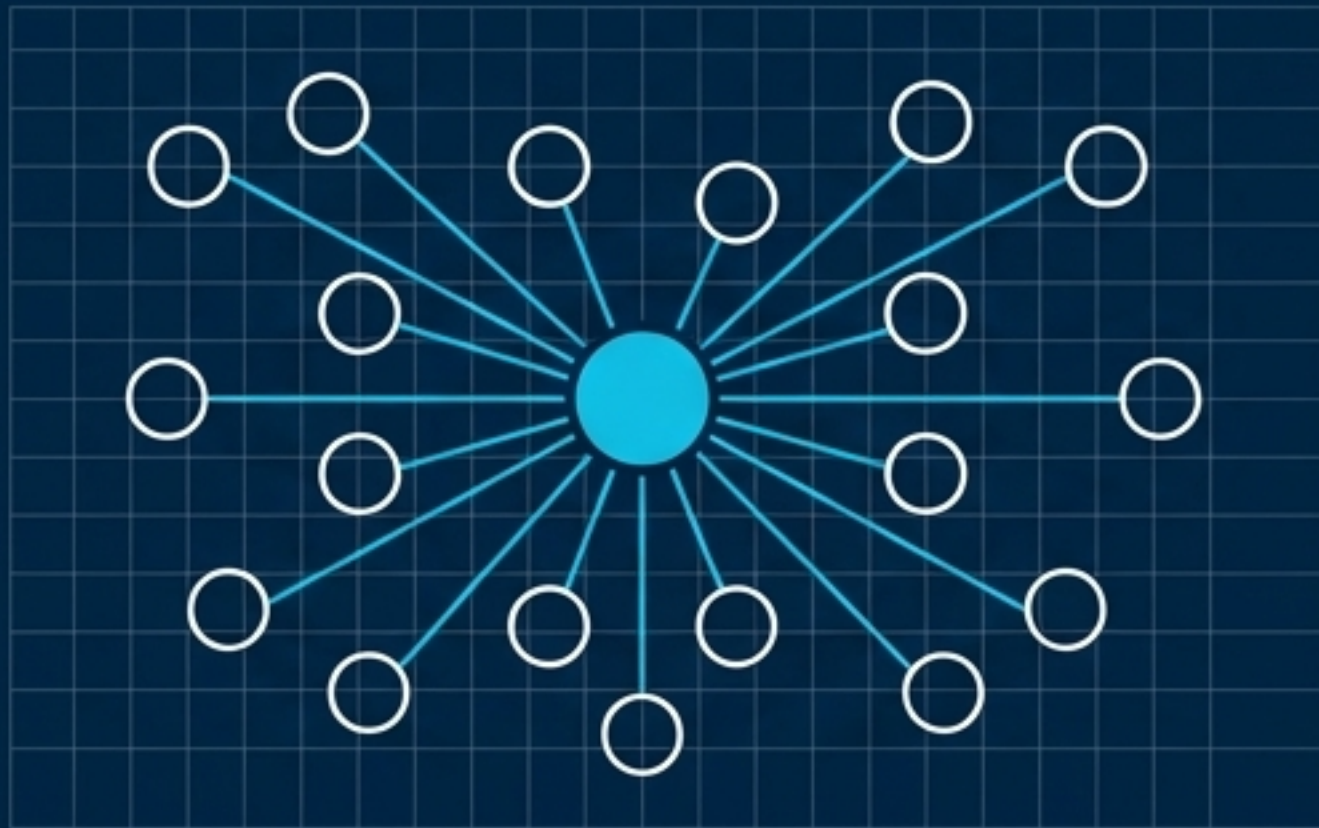
The Ledger



They are responsible for allocating the budget across staff, equipment, travel, and marketing, and must continuously monitor spending to keep the project on track financially.

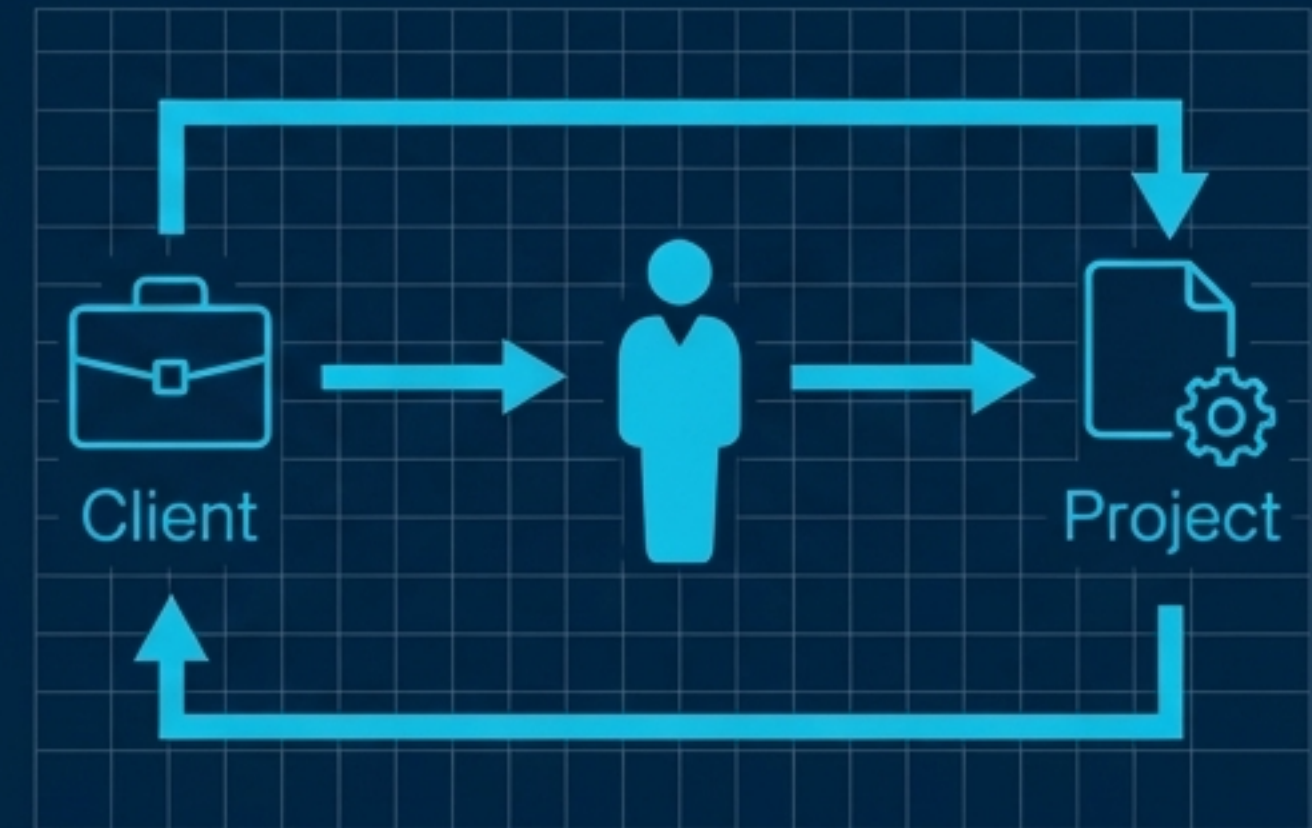
The Human Element: Managing People & Communicating Vision

Leading the Team



Effective leaders hire the right talent, provide clear briefs, and consistently motivate and review their teams to ensure high-quality work.

Bridging the Gap



They act as the primary contact for the client, providing progress updates, pitching new ideas, and skilfully negotiating any changes to the original brief.

The Final Check: Ensuring Quality & Compliance.

Quality Control: Senior staff perform the final checks, ensuring the product meets all technical and creative standards defined in the brief.



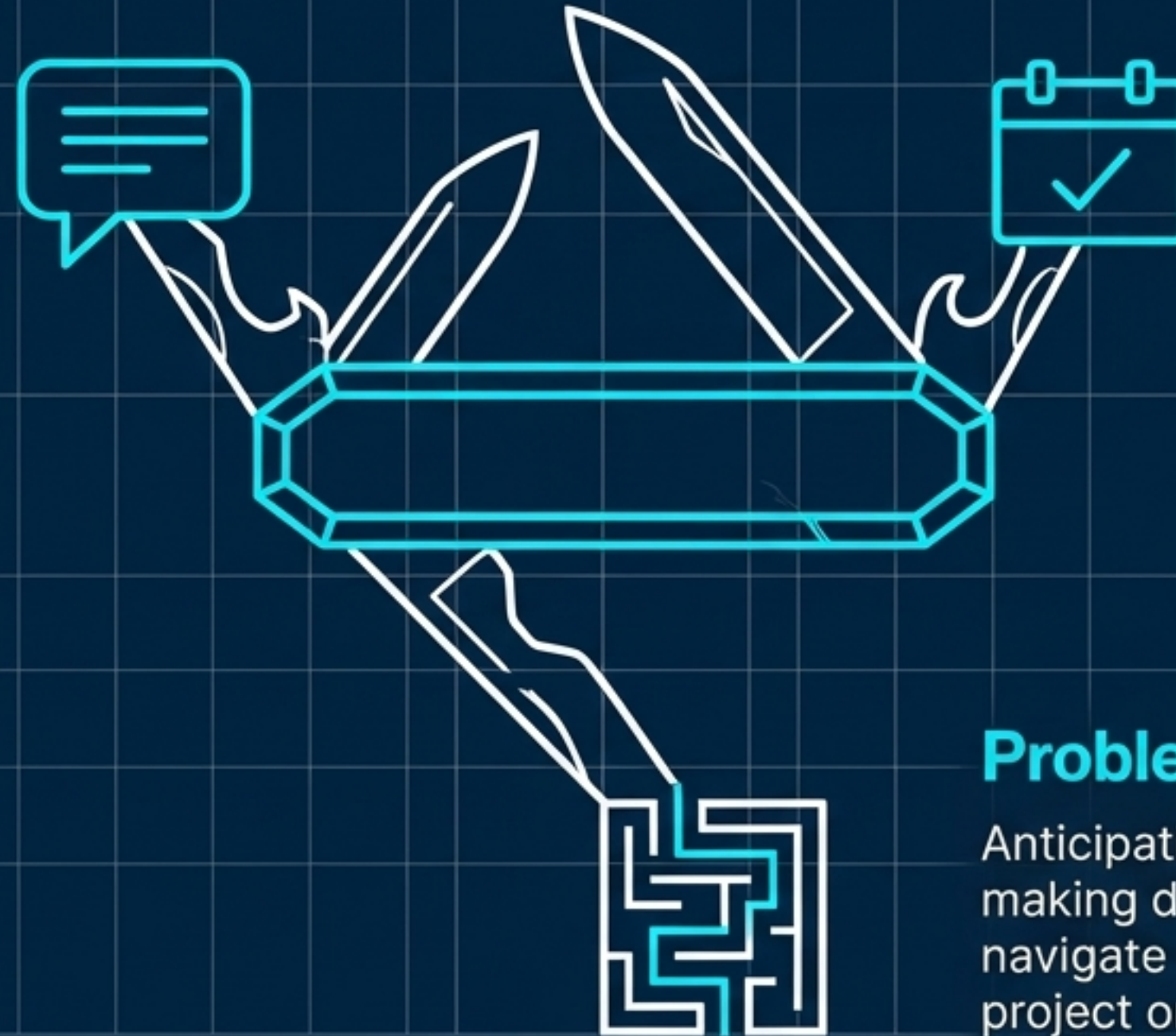
Risk Management: They are responsible for identifying potential problems and implementing solutions to keep the project on track.

Legal & Ethical Sign-Off: Crucially, they ensure the final product adheres to all legal and ethical guidelines and are often responsible for the final sign-off of work.

The Leader's Toolkit: Essential Skills for Success.

Communication

Clearly articulating the vision to clients and coordinating the actions of diverse creative and technical teams.



Organisation

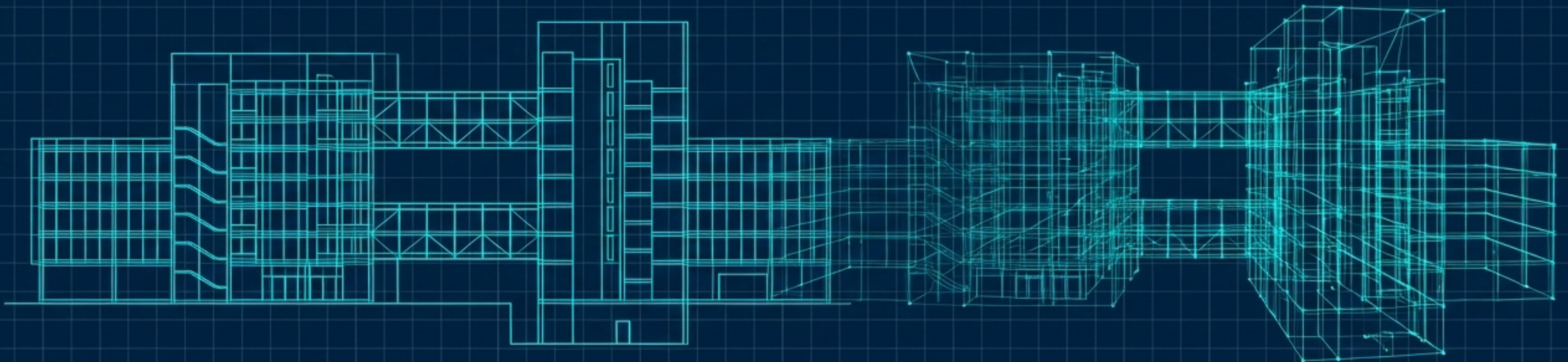
Mastering the complexities of schedules, budgets, and resources to ensure a smooth production workflow.

Problem-Solving

Anticipating challenges and making decisive judgements to navigate obstacles and keep the project on track.

From Blueprint to Execution

Understanding these roles is the first step. The next is articulating that knowledge with precision. Let's deconstruct how to answer questions about media leadership.



Deconstruction: The Direct Answer (1-2 Marks)

Q1. State one responsibility of a producer in a TV production. (1 mark)

Technique

Give one clear responsibility. Examples: managing the budget, organising the schedule or hiring key staff.

Q2. Explain one reason why a client might want to meet with the project manager during production. (2 marks)

Technique

Make one point, then explain the impact. Use the structure: **'Meeting the project manager helps because... This means that...'**

Deconstruction: Compare & Contrast (3 Marks)

Q3. Describe one difference between the role of a producer and the role of a director. (3 marks)



Producer: Manages Logistics

Focuses on the budget, schedule, and resources. They handle the business and logistical side of the production.



Director: Drives Vision

Focuses on the creative vision and on-set performance. They manage the artistic and dramatic aspects of the production.

Technique: Identify a clear difference, then develop your answer with a specific example for each role.

Deconstruction: Skill-Based Analysis (4 Marks)

Q4. Explain two skills a senior editor-in-chief needs when managing a team of writers for an online magazine. (4 marks)

Skill: Leadership



Impact: Motivates writers and ensures a consistent tone and voice across the magazine.

Skill: Attention to Detail



Impact: Upholds editorial standards, catching errors to maintain quality and credibility.

Technique: For each point, state the skill and then explain precisely how it helps maintain quality or consistency in the final product.

Deconstruction: The Extended Response (9 Marks)

Q5. Discuss the senior job roles involved in a multi-platform game release campaign and explain how their decisions affect the final products.

Blueprint for a 9-Mark Answer

Paragraphs 1–2: Key Roles & Responsibilities

e.g., Executive Producer, Creative Director, Head of Marketing.

Paragraph 3: Team Coordination

Explain how they work with creative and technical staff.

Paragraph 4: Linking Decisions to Success

Connect choices to budget, audience reach, and brand image.

Conclusion: Justified Judgement

State which role or decision is most critical and explain why.

Leadership is the Blueprint.



Identify the Leaders

Name at least three senior roles (e.g., Producer, Director, Editor-in-Chief).



Explain their Function

Describe how they lead, manage, and coordinate creative and technical teams.



Apply their Role

Suggest which senior roles are needed for different media projects and why their decisions matter.

A successful project is built on a clear plan.
Understanding the command deck is the first step to creating it.