



# Deborah Collier Executive Producer

## Job Description

Further to requests from producers, please find a below job description of how Deborah can work on a film / TV project.

As Executive Producer, Deborah is a strategic leader and advisor, and does not manage day-to-day production, or any other functions. Deborah is hired for her expertise, credentials, influence, profile and influential network, and does NOT invest financially in projects.

Her role comprises:

- Marketing strategy development and on-going monitoring (to include branding, support of supplier selection and oversight of marketing manager / coordinator).
- Joint commercial strategy with producer(s)
- Audience engagement strategy and specialist creative input (both marketing and production content)\*
- Corporate governance and structure – As company Director collaboratively ensuring good governance, and input into organizational structure and operations
- Support funding either by sourcing / collaborative sourcing and co-pitching of project to funders
- Ambassadorial / PR related activities – Leveraging off profile, (where relevant and as agreed), as a public figure (both online and offline) to support audience engagement, which may include both recorded and unrecorded presenting and interviews.
- Leverage off her extensive contacts and network where appropriate to support the success of the project
- Input of other relevant experienced advice or insight into project where helpful, for example digital & technology and stakeholder management

The parameters of each element of above will be clearly defined per production.

\*Specialist creative input for audience engagement is intended to enhance production rather than hinder the role of the Director or screenplay writer, and should be used as an additional tool. This support could be:

- Relaying specialist requirements and ideas for content, that would meet both commercial and target audience objectives
- Offering relevant stage 'second eyes' input, for example at agreed edit stages
- Developing and delivering innovative ideas, utilizing experience in education, content strategy and audience engagement, as well as responding to and utilizing the latest cutting-edge technologies and opportunities.

### Remuneration and Incentive

Remuneration is a combination of the following as agreed:

- Monthly retainer
- Consultancy fees
- Shareholding (to include revenue / profit making entity as well as Intellectual Property)
- Production Credit: Executive Producer (and other where appropriate)
- Portman Collier logo in production credits (tbc)