

# **Top 3 Responsibilities of a Content Producer**

## **1. Turn brand strategy into a weekly content game plan**

They understand the \*why\* behind the business - like "we want to be seen as fitness experts" or "we want to sell more premium hair treatments" - and turn that into a weekly content calendar: what topics to cover, what format (reels, ads, statics), and what kind of messaging will resonate with the audience.

## **2. Plan and direct shoots to bring that plan to life**

They coordinate the shoot: choose the right people, scenes, angles, and moments to capture. They brief the videographer, direct the shoot on-site, and make sure what's filmed actually supports the content plan - not just random footage.

## **3. Manage execution from shoot to post to performance**

They make sure the raw content gets edited, delivered, and posted on time. They give feedback to the editor, track how content performs (views, engagement), and adjust next week's plan based on what's working.