

# The world of work

## Job adverts

Job adverts are different from other kinds of adverts because they usually have a simpler layout and are usually grouped as classified ads. Newspaper ads are usually written in black and white and only sometimes include the company logo, while magazine and online ads may include pictures and a more colourful layout. Also, the language is different from other kinds of ads because they avoid addressing the reader directly and use a more impersonal style.

	Structure	Examples
1	<b>Business name + Information about the company</b>	<ul style="list-style-type: none"> <li>Marketing &amp; Design Ltd</li> <li>... is a marketing agency in which the skills of each member converge in strategic and creative projects</li> </ul>
2	<b>Position required</b>	<ul style="list-style-type: none"> <li>Graphic Designer/ Web Designer/ Social Media Manager</li> </ul>
3	<b>Type of contract offered: expected hours, salary and main benefits, etc.</b>	<ul style="list-style-type: none"> <li>Permanent full-time position/Temporary full-time position/Part-time job</li> <li>... hours per week / The hours to be worked will be from ... to ... pm, Monday to Friday</li> <li>... euro per year/... euros per month + Christmas bonus</li> <li>City location, close to public transport/canteen/ticket restaurants</li> </ul>
4	<b>Job description</b>	<ul style="list-style-type: none"> <li>The ... will report to the team leader and will be responsible for ... including (examples):               <ul style="list-style-type: none"> <li>build and redesign websites aesthetically appealing yet functional and easy to use</li> <li>create the visual concepts based on the art directors design direction</li> <li>managing the social media marketing campaigns for a brand, product or service</li> </ul> </li> </ul>
5	<b>Essential (or desirable skills), qualifications and experience required</b>	<ul style="list-style-type: none"> <li>Successful applicants/candidates must have (examples):               <ul style="list-style-type: none"> <li>relevant previous experience in the sector</li> <li>knowledge of digital marketing trends, SEO and optimising content</li> <li>creative, visual design, UX user experience, HTML and CSS coding, design software and optimisation</li> <li>strong communication and interpersonal skills</li> <li>strong organisational skills and attention to detail</li> <li>a diploma in graphic design or equivalent qualification is desirable.</li> </ul> </li> </ul>
6	<b>Instructions on how to apply and contact details</b>	<ul style="list-style-type: none"> <li>If you are interested in this job, please email your CV to Ms ... / fill in our form on the web or call ... for further information.</li> </ul>
7	<b>Reminder of the expiry date (if any)</b>	<ul style="list-style-type: none"> <li>Applications close on...</li> <li>Applications received later than ... will not be accepted.</li> </ul>

Career opportunity	Marketing & Design Ltd
Junior designer Head office – London	
<b>Responsibilities:</b> designing and developing marketing strategies	<b>Skills:</b> Visual ideation, typography, software, layout, print design.  <b>Qualifications required:</b> Minimum 2 years of experience as web designer
Candidates can forward their CVs latest by 30 <sup>th</sup> June 2023 to <a href="mailto:recruitment@marketing&amp;design.uk">recruitment@marketing&amp;design.uk</a>	
<b>Marketing &amp; Design Ltd:</b> <a href="http://www.marketing&amp;design.uk">www.marketing&amp;design.uk</a>	

■ Cover letters

A **cover letter** can be written in response to an advertisement (conservative style) or be an unsolicited letter to enquire about vacancies (speculative style).


	Sections	Conservative letter	Speculative letter
1	Reference to the post and source of information (if any)	<ul style="list-style-type: none"> <li>• I found your advert for... on... and would like to apply for the post/position.</li> <li>• I would like to apply for the post of... advertised in...</li> <li>• I am writing in response to your advertisement in... for the position of...</li> </ul>	<ul style="list-style-type: none"> <li>• I am writing to enquire if you have any vacancies in your company.</li> </ul>
2	Education, working experience and skills	<ul style="list-style-type: none"> <li>• As my CV shows/As you can see from my CV, I have a diploma/degree in... / I graduated in graphic design in...</li> <li>• I have been employed as... for... years. / I have gained excellent experience in... / I have... years' experience in...</li> <li>• I have had extensive work experience in office environments.</li> <li>• I have attended a course on...</li> <li>• I have a computer driving licence which I obtained in...</li> <li>• Although I have no office experience, I am familiar with...</li> </ul>	
3	Personal qualities and motivation	<ul style="list-style-type: none"> <li>• I am a conscientious/fast and accurate person who works hard and pays attention to detail.</li> <li>• I am flexible, quick to pick up new skills and eager to learn from others. I also have lots of ideas and enthusiasm/determination.</li> <li>• I am keen to work for a company with a great reputation and high profile like yours.</li> <li>• My previous work experience has helped me develop the skills you require.</li> </ul>	
4	Enclosures	<ul style="list-style-type: none"> <li>• The CV is herewith enclosed. / Please find my CV herewith enclosed.</li> <li>• I enclose my CV and references from...</li> </ul>	
5	Closing	<ul style="list-style-type: none"> <li>• Thank you for taking the time to consider this application and I look forward to hearing from you in the near future.</li> </ul>	<ul style="list-style-type: none"> <li>• I have excellent references and would be delighted to discuss any possible vacancy with you at your convenience.</li> <li>• I would be grateful if you would keep my CV on file for any future possibilities.</li> </ul>

New Email — □ ×

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**To:** Cc Bcc

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**Subject:** Re: Post of junior designer 

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Dear Sirs,

I read your advertisement concerning the position of Junior Designer and would like to apply for the job. As you can see from my CV, I have a Diploma in Graphic Design and I have the skills required, as well as a 3-year experience in the field.

I am available for an interview at your convenience and I look forward to hearing from you.

Yours faithfully,  
Robert Crawley

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Send

## ■ The Europass CV

Here is an example of a Europass CV, a standard for a curriculum vitae all around Europe, with all the relevant sections:

- personal information
- desired employment/occupational field
- work experience
- education and training
- personal skills and competences.

It is fundamental to keep it updated.

	
<b>Europass Curriculum Vitae</b>	
<b>Personal information</b>	
First name(s)/Surname(s)	Robert CRAWLEY
Address	21 Melrosegate, York, YO10 3SN
E-mail(s)	r.crawley@linken.uk
Nationality	British
Date of birth	11 January 1990
Gender	Male
<b>Desired employment/ Occupational field</b>	
	Web Designer
<b>Work experience</b>	
Dates	2010-2019
Occupation or position held	Designer (since 2014), Junior Designer (2010-2014)
Main activities and responsibilities	Design and development of custom components
Name and address of employer	Marketing & Design Ltd
Type of business sector	Web design
Dates	2009-2010
Occupation or position held	Web Designer
Main activities and responsibilities	Graphic layout
Name and address of employer	ACD LLP
Type of business sector	3D Design
<b>Education and training</b>	
Dates	2004-2009
Title of qualification awarded	A-levels in Design and Technology and Digital media and Design
Principal subjects/occupational skills covered	Mobile Graphic Layout
Name and type of organisation providing education and training	Colin Chapman High School - York

<b>Personal skills and competences</b>										
Mother tongue(s)	English									
Other language(s)	<b>Understanding</b>				<b>Speaking</b>				<b>Writing</b>	
Self -assessment	<b>Listening</b>		<b>Reading</b>		<b>Spoken interaction</b>		<b>Spoken production</b>			
European level										
French	C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user
German	A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user
Technical skills and competences	Hand drawing Use of 2D/3D CAD software Graphical knowledge HTML web planning									
Computer skills and competences	ECDL certificate Windows Photoshop, In Design, Illustrator Dedicated programs									
Other skills and competences	Internet and mobile interface and technology									
Driving licence(s)	B									

## ■ Job interviews

Traditional job interviews are formal meetings in which the examiner, usually the HR (Human Resource) Manager or someone on their staff, interviews the candidate.

The interview generally follows a script previously agreed by the HR staff and, after the greetings and a little conventional small talk, includes the following steps.

	Topics	Typical questions	Suggestions
1	<b>Motivation</b>	Why do you want to work for this company? Why are you interested in this job?	Say something positive about the company, show interest in their products, explain how the position fits your career goals.
2	<b>Job experience</b>	<i>Have you done this kind of work before?</i> <i>What type of company have you worked for?</i> <i>What jobs have you held?</i>	Refer to: <ul style="list-style-type: none"> <li>- past work experience</li> <li>- education and training related to the job</li> <li>- volunteer work that may relate to the job</li> <li>- any transferable skills</li> <li>- your ability to learn quickly.</li> </ul>
3	<b>Education, Training And skills</b>	What kind of training or qualifications do you have? What about your school career? Can you speak any foreign languages? What computer skills have you got?	<ul style="list-style-type: none"> <li>- If you have a lot of experience, but no formal qualifications: <i>I didn't get formal school training for this job, but I have ... year(s) experience in the field. I'm willing to learn new skills and get a formal qualification if I'm offered the job.</i></li> <li>- If you have just completed a training course: <i>I took a one-year training program in... a ... which is related to the job I'm applying for. I look forward to working in the field and putting into practice what I have learned.</i></li> </ul>
4	<b>Personal qualities</b>	Tell me about yourself. Why should we hire you? What do you do in your free time?	Do not refer to personal issues, state your best qualifications for the job and provide examples to support your statements, e.g. <i>I'm punctual, reliable, precise ...</i>
5	<b>Work habits</b>	What do you think of working in groups? Are you willing to work overtime? Nights? Are you willing to go abroad? How do you react to instructions and criticism? How well do you work under pressure or deadlines?	<ul style="list-style-type: none"> <li>- Outline the advantages and provide specific examples.</li> <li>- Say that you appreciate constructive criticism.</li> <li>- Provide examples of past experience, both at work and school.</li> </ul>



## ■ How to get a job

There are many different ways to find out about job opportunities:

- **The press**  
Recruitment ads can be found in local, national and international newspapers and magazines. Some papers have a specific day dedicated to job adverts, while there are also magazines which specialise in job hunting.
- **The Internet**  
There are websites dedicated to job hunting where job seekers can look for a job, such as monster.com, indeed.com and simplyhired.com. Moreover, there are professional social networks like linkedin.com which give the employers the ability to connect with highly-qualified job seekers and especially the silent ones, i.e. qualified people who already have a job.
- **Company websites**  
Some companies advertise their vacancies on their websites and sometimes they offer the opportunity to send a curriculum online or to complete an online form.
- **Job centres plus**  
A job centre plus is a government-funded employment agency and social security office. Its aim is that of helping people find employment in the UK. It provides resources to enable job searchers to find work through job points (touch-screen computer terminals), jobseeker direct (telephone service), and the jobcentre plus website. They offer information about training opportunities for people who have been unemployed for a long time.
- **Recruitment firms and agencies**  
A recruitment firm is a type of company which recruits workers and employees for open positions by matching these positions with jobseekers in their database and then managing the job interview. Companies which primarily recruit low level management and lower positions are called agencies. The word agency is also used for companies which offer a wide variety of services from recruitment service to temporary staff like Adecco.
- **Search firms or headhunters**  
Companies which recruit primarily at the executive and mid level are called search firms or headhunters. They often have a list of potential high-profile candidates to whom they can easily propose a position. Sometimes they are more aggressive and look for professionals in competitors' companies.
- **Direct application**  
Candidates can apply directly to a company by sending a CV with a cover letter.

## ■ Hard and soft skills

**Hard skills** are teachable abilities or skill sets that are easy to quantify. Typically, you will learn hard skills in the classroom, through books or other training materials, or on the job.

Examples of hard skills include:

- Proficiency in a foreign language
- A degree or certificate
- Use of specific software
- HTML language.

**Soft skills** are the personal attributes you need to succeed in the workplace. These are often related to how you work with others – in other words, these are people skills. Soft skills are different from hard skills, which are directly relevant to the job you are applying for because hard skills are often more quantifiable, and easier to learn. A hard skill for a web designer, for example, might be the ability to plan an effective responsive layout or use specific software as Illustrator or In Design.

While certain hard skills are necessary for any position, employers increasingly look for job applicants with particular soft skills. This is because, while it is easy for an employer to train a new employee in a particular hard skill (such as how to use a certain computer program), it is much more difficult to train an employee in a soft skill (such as flexibility). Soft skills are subjective skills that are much harder to quantify. Also known as “interpersonal skills”, soft skills relate to the way you relate to and interact with other people.

Examples of soft skills include:

### 1. Communication

#### a. Written Communication

Writing well is a major component of your professional presentation. Many people who cannot write well are very talented in many other ways, but people often mistake an inability to write well with a lack of intelligence. Poor writing not only makes exchanges of ideas and information less efficient, but it also reflects negatively on you more quickly than almost anything else. Learning to write well has an important side effect: since a clear, readable text is also well-organised, straightforward, and concise, learning to write also teaches you to speak and to think better.

#### b. Verbal Communication

Verbal (also called “oral”) communication skills are essential for those with jobs in a traditional workplace and for employees whose tasks include extensive use of telephones. While verbal communication talents are probably most important for those in sales, customer service, and public relations roles, anyone who has to interact face-to-face with supervisors and work colleagues needs to be able to express themselves clearly and succinctly. Moreover, it is important to say “please,” “thank you,” “I’m sorry” and ask people how they are doing and listen to the answer.

#### c. Non-verbal Communication

Non-verbal communication includes vocal tone, eye contact patterns, body language, and more. Non-verbal communication often carries more information than speech and has a much greater impact on rapport and trust.

### 2. Problem Solving Abilities

The five primary steps in problem solving are:

1. Analysing the factors or causes contributing to the unwanted situation,
2. Generating a set of alternative interventions to achieve your end goal,
3. Evaluating the best solutions,
4. Implementing a plan,
5. Assessing the effectiveness of your interventions.

### 3. Teamwork

Employers expect employees to be team players. Teamwork is required for almost every industry, ranging from business services to information technology to food services. An important teamwork skill is being able to mediate problems between team members. You need to be able to negotiate with your team members to settle disputes and make sure everyone is happy with the team’s choices. Another important part of communication is listening well. You must be able to listen to the ideas and concerns of your peers in order to be an effective team member. By asking questions for clarification, demonstrating concern, and using non-verbal cues, you can show your team members that you care and understand them.

**4. Reliability**

You want to be a reliable team member so that your co-workers can trust you. Make sure you stick to deadlines and complete any tasks you are assigned. This will help you gain your colleagues' trust.

**5. Respectfulness**

People will be more open to communicating with you if you convey respect for them and their ideas. Simple actions like using a person's name, making eye contact, and actively listening when a person speaks will make the person feel appreciated.

**6. Time management**

Employees who manage their time well are more productive, more efficient, and more likely to meet deadlines. They focus on the most important and time sensitive tasks and limit the amount of time wasted on non-essential duties.

**7. Flexibility**

Essentially, flexible employees are more valuable. Workers with an orientation towards flexibility never say, "It's not my job" or "Do I have to?" when they are asked to take on a new assignment. Flexible employees modify their approach to tasks based on the preferences of stakeholders and the unique demands of each situation.

**8. Motivation**

If you are able to motivate others, it is a skill you can highlight when you are connecting with potential employers.

Companies are always looking for motivators when they are recruiting staff. Motivational skills are valuable for employees when interfacing with customers, subordinates, upper management, suppliers, team members and funding sources.

**9. Leadership**

Managing people means supporting subordinates. The means not only enabling them to do their jobs well, but also helping them to move forward in their careers.

When companies hire for leadership roles, they look for people with qualities that will allow them to successfully interact with colleagues, clients, and others in the workplace and beyond. People in leadership roles are required to put people first.

**10. Persuasion**

Persuasion in the workplace, or other environments, entails convincing others to follow a course of action, to agree to a commitment, or to purchase a product or service. Employers especially value persuasive skills because they impact so many aspects of the workplace resulting in increased productivity. However, persuasion techniques are also used in political and fundraising campaigns, legal procedures, and other areas.





## ■ Possible careers

graphics, photography and the film industry offer a wide variety of jobs, often linked to one another or with skills which can be required to professionals working in all these sectors. Unfortunately, gone are the days in which you could be hired to work as a graphic for an advertising agency, or as a photographer, not to mention the film industry as far as editors or sound engineers are concerned. These sectors are full of free-lancers, that is to say, independent contractors who develop original solutions with a high visual impact for their

clients. To do so, you need a portfolio or a video-reel to show your skills. What is common to all of them is the need for dynamic and very creative people interested in jobs that enlarge their horizons and open their minds to the whole world.

A high school diploma is necessary but not enough to get a job: excellent IT skills, proficient English and creativity represent a must when applying for a job in these fields.

Here you will find some details about the most important jobs involving what you have studied so far.

### Graphic designer

Main duties	Main skills required
Creating visual concepts using computer software to communicate ideas that inspire, inform, and captivate consumers. Developing the overall layout and production design for applications such as advertisements, brochures, magazines, and reports.	<ul style="list-style-type: none"> <li>• IT skills, especially with design and photo-editing software</li> <li>• Creativity and innovation</li> <li>• Time management and organisational skills</li> <li>• Accuracy and attention to detail</li> <li>• Understanding of the latest trends and their role within a commercial environment</li> </ul>

### Marketer

Main duties	Main skills required
Marketers oversee all marketing campaigns for their company or department. They brainstorm ideas for new campaigns, coordinating with the sales team and other departments to produce effective strategies.	<ul style="list-style-type: none"> <li>• Being able to make decisions driven by data and appropriate metrics correlated to campaign goals and key performance indicators</li> <li>• Knowledge of marketing automation software and other analytics tools</li> <li>• Time management</li> <li>• Organisational skills</li> </ul>

### Copywriter

Main duties	Main skills required
Copywriters are responsible for taking a client's advertising brief and generating original copy ideas that grab the attention of the target audience. This can include creating straplines, slogans, body copy, jingles and scripts.	<ul style="list-style-type: none"> <li>• Ability to create powerful headlines</li> <li>• Ability to create easy-to-read content</li> <li>• Ability to make complex topics simple</li> <li>• Ability to select the best vocabulary words within a specific context</li> <li>• Marketing awareness</li> </ul>

## Photographer

Main duties	Main skills required
<p>An <b>advertising photographer</b> works with an advertising firm to use eye-catching photographs in marketing campaigns. Depending on the campaign, you will photograph models, products, buildings, or places.</p> <p>A <b>fashion photographer</b> works in the fashion industry and focuses their skills specifically on styles of clothing and personal image. You will take and produce pictures of people, places, and objects by using a variety of cameras, photographic equipment, computers, and image editing software.</p> <p>A <b>unit still photographer</b> takes the vitally important photographs of film sets or studio shoots that are used to create the press and publicity for feature films.</p> <p>A <b>cinematographer</b> or director of photography is the chief over the camera and light crews working on a film, television production or other live action piece and is responsible for making artistic and technical decisions related to the image.</p>	<ul style="list-style-type: none"> <li>• Good eye and artistic ability</li> <li>• Strong ability to capture and set a certain mood</li> <li>• Knowledge in photo editing applications</li> <li>• Good communication skills</li> <li>• Very good spoken English is essential</li> <li>• IT skills</li> <li>• Excellent interpersonal skills</li> <li>• Good organisational skills</li> <li>• Ability to invent solutions fast</li> <li>• Total understanding of lighting techniques, light colour, shade and manipulation</li> <li>• Strong technical knowledge of cameras and the film production process</li> <li>• A unit still photographer needs a technical knowledge of cameras and the film production process, too</li> <li>• A cinematographer needs strong team management skills, too</li> </ul>

## Main workers in the film production team

	Main duties	Main skills required
<b>Director</b>	The director is primarily responsible for overseeing the shooting and the assembly of a film. The director usually helps hire actors, decides on locations and plans the shots before filming begins. During filming the director oversees the actors and crew, sets up shots and keeps the movie on schedule and on budget. The director is usually hired by a producer, unless he or she is also producing the film.	<ul style="list-style-type: none"> <li>• Technological expertise</li> <li>• Understanding of the latest filming technology and software</li> <li>• Flexible creativity</li> <li>• Written and visual storytelling</li> <li>• Decisive and problem-solving leadership</li> <li>• Communication skills</li> </ul>
<b>Screenwriter</b>	Writing content for visual mediums. They write screenplays for feature films, short films, television, commercials, and video games. They create the dialogue, the characters and the storyline of a script.	<ul style="list-style-type: none"> <li>• Understanding filmmaking</li> <li>• Creative writing skills</li> <li>• An expert in film language</li> </ul>
<b>Editor</b>	Managing material such as camera footage, dialogue, sound effects, graphics and special effects to produce a final film or video product. This is a key role in the post-production process and the editor's skills can determine the quality and delivery of the finished result. The editor works with the director in editing the film. The director has the primary responsibility for editing decisions, but the editor often has significant input in the creative decisions involved in putting together a final cut of a movie. The editor often starts work while the film is still being shot, by assembling preliminary cuts from the daily footage. Increasingly, editors work on computerised editing consoles without touching the actual film.	<ul style="list-style-type: none"> <li>• Knowledge of media production and communication.</li> <li>• Knowledge of computer operating systems, hardware and software</li> </ul>

## The crew in detail

### Pre-production crew members

<b>Story Editor</b>	The story editor supervises several story analysts who work for the studios. The analysts read screenplays, books and other literary efforts looking for potential movies. The analyst then writes “coverage” (a synopsis) of the material. The story editor reviews the coverage and passes on promising prospects to the studio executives for possible development into a motion picture.
<b>Dialogue Coach</b>	The dialogue coach helps actors learn their lines and master accents and dialects that are necessary for their roles.
<b>Location Manager</b>	The location manager reads the script, decides what locations are necessary for the film, then scouts for them. The location manager visits possible locations and takes pictures to help the director find the best setting. After locations are chosen, the location manager acquires all the permits and permissions necessary for filming.
<b>Set Designer</b>	The set designer takes direction from the art director about the look of the set, and then plans its technical construction.
<b>Art Director</b>	The art director, or production designer, designs and supervises the construction of sets for a movie. This person needs to be well-versed in a variety of art and design styles, including architecture and interior design. He or she works with the cinematographer to achieve the right look for the production.

### Post-production crew members

<b>Unit Production Manager</b>	The unit production manager (U.P.M.) reports the daily financial operation of a production to the production manager. Sometimes the U.P.M. will scout for locations and help the production manager with overall planning.
<b>Line Producer</b>	The line producer supervises the movie’s budget. This includes unique expenses like a star’s salary as well as daily costs like equipment rentals. The production manager reports his or her expenses and needs to the line producer.
<b>Production Manager</b>	The production manager (P.M.) makes business deals with the crew and arranges for the production’s technical needs. This includes everything from obtaining the right technical equipment to renting accommodations for actors and crew.
<b>Assistant Director</b>	The assistant director (A.D., or First A.D. in larger productions) works to make the director more efficient. The A.D. plans a shooting schedule by breaking the script into sections that can be filmed in a single day and in the most efficient order. During filming, the A.D. manages the set, helps line up shots for the director, calls for quiet on the set and coordinates the extras. The assistant director is often a member of the Directors’ Guild of America.
<b>Second Assistant Director</b>	The second assistant director (second A.D.) is a liaison between the production manager and the first assistant director. The second A.D. usually works with the cast and crew and handles paperwork, including call sheets (who needs to be on the set and when), actors’ time sheets and production reports. This person also helps the First A.D. place extras and control crowds.
<b>Continuity Person</b>	The continuity person tries to prevent embarrassing gaffes in the final film, such as an actor wearing a hat that mysteriously disappears in one shot then reappears in another. The continuity person logs how many times a scene was shot, how long the shot lasted, which actors were in the scene, where they were standing and any other intricate details – like that

<b>Gaffer</b>	The gaffer is the chief electrician on the set and is responsible for lighting the set according to the instructions of the cinematographer.
<b>Camera Operator</b>	The camera operator is a member of the camera crew and runs the camera as instructed by the director and the cinematographer. The camera operator is responsible for keeping the action in frame and responding quickly to the action as it unfolds.
<b>Assistant Cameraman</b>	Often there is a first and second assistant cameraman. The first assistant cameraman is generally responsible for the maintenance of the camera. The first assistant cameraman also changes lenses, maintains focus during shots, marks the spots where actors will stand and measures the distance between the camera and the subject matter. The second assistant cameraman fills out camera reports and is often responsible for loading and unloading camera magazines, which contain the film.
<b>Film Loader</b>	The film loader is a member of the camera crew in charge of loading and unloading the camera's film magazines. The film loader also keeps the loading room in good, clean condition.
<b>Steadicam Operator</b>	A Steadicam is a body frame that helps the Steadicam operator keep a hand-held camera steady. This allows the Steadicam operator to follow the action without the jerky movement seen in normal hand-held cameras. Steadicam operators need special training and require much strength and energy.
<b>Production Sound Mixer</b>	The production sound mixer (or recordist) records sound during filming. This person is also responsible for mixing the various soundtracks into the film's composite soundtrack, which is then put onto the film with either a magnetic or optical stripe.
<b>Boom Operator</b>	The boom operator is a sound crew member who handles the microphone boom, a long pole that holds the microphone near the action but out of frame, allowing the microphone to follow the actors as they move.
<b>Key Grip</b>	The key grip is the chief grip on the set. Grips create shadow effects with lights and operate camera cranes, dollies and platforms as directed by the cinematographer.
<b>Dolly Grip</b>	The dolly grip places and moves the dolly track, then pushes and pulls the dolly along that track. The dolly is a cart that the camera and sometimes its crew sit on. It allows the camera to move smoothly from place to place during a shot.
<b>Best Boy</b>	There are actually two separate best boy positions — the best boy/electric and the best boy/grip, who represent the second in command to the gaffer and to the key grip.
<b>Visual Effects Director</b>	The visual effects director's job varies according to the needs of the production. Sometimes the visual effects director helps with effects on the set. But he or she could also be called upon to supervise separate teams of effects technicians working away from the set.
<b>FX Coordinator</b>	FX is film shorthand for special effects. The job of the FX coordinator differs from film to film. Special effects range from complicated computer animation to helping Superman fly to simple on-set logistics like making a shower work.
<b>Property Master</b>	The property master finds, maintains and places on the set all essential props for a scene. A prop is a moveable item that is essential to a scene.

<b>Leadman</b>	The leadman answers to the set designer and heads the swing gang (the people who set up and take down the set) and the set dressing department.
<b>Set Dresser</b>	The set dresser is responsible for everything on a set except props that are essential to the scene. The set dresser selects items like drapes, artwork, bed linens, dishes and anything else, to make the set a realistic environment.
<b>Production Assistant</b>	Often called a gofer or a runner on the set, the production assistant (P.A.) performs small but essential tasks for the cast and crew.
<b>Production Office Coordinator</b>	The production office coordinator (P.O.C.) handles the production's office duties and stays behind when a production goes on location. He or she coordinates the crew, makes sure paperwork gets done and answers the phone. The P.O.C. also puts together new versions of the script as changes are made.
<b>Unit Publicist</b>	The unit publicist makes sure the media are aware of a production by sending out press releases, arranging for interviews of cast and crew, setting up on-set visits and organising media kits, which include publicity pictures, video and audio clips and plot summaries.
<b>Second Unit Director</b>	The second unit director heads the second unit – a separate production crew that shoots sequences not involving the main actors. These can include background shots at remote locations, shots used for special effects and scenes that are not essential to the plot.
<b>Production Caterer</b>	The production caterer provides all the meals for a production, especially for on-location shoots. The caterer makes sure that the food provided meets the needs of the cast, often including special items for the star of the movie.
<b>Craft Services</b>	The people responsible for coffee, beverages and snacks on the set. They also perform various small chores.
<b>Transportation Coordinator</b>	The transportation coordinator makes sure that actors, crew and equipment have some way of getting to the location shoot. He or she coordinates the use of everything from limos to semis.
<b>Stunt Coordinator</b>	The stunt coordinator makes sure that all safety regulations are followed, and that all safety equipment is on the set and ready for action.

## Post-production crew members

<b>Post-Production Supervisor</b>	The post-production supervisor oversees the finishing of a film once shooting ends. He or she attends editing sessions, maintains quality control, and coordinates audio mixing, computer graphics, and all other technical needs.
<b>Colour Timer</b>	The colour timer works with the cinematographer. He or she works in the lab to correct and balance the colour of the film to the director's wishes for the look of the scene.
<b>Negative Cutter</b>	The negative cutter takes the negative of a movie and conforms, or matches, it to the final cut of the film as decided by the director, editor, producer, studio and anyone else who may be involved. Final prints of the film are made from this conformed negative.
<b>Foley Artist</b>	The foley artist creates sounds that cannot be properly recorded during the shoot. This often includes creating footsteps, thunder, creaking doors and even the sound of punches during a brawl.
<b>ADR Editor</b>	ADR is an acronym for automatic dialogue replacement. In this process the actors are called back during the post-production process to re-record dialogue that wasn't recorded properly during the shoot. The editor supervises this process and matches the newly recorded lines to the actor's mouth on film.
<b>Music Mixer</b>	The music mixer is part of the team that prepares the final soundtrack for a movie. The music mixer carefully balances and mixes the film's musical score to integrate with the dialogue.
<b>Matte Artist</b>	The matte artist is a member of the special effects department who helps create locations that never existed. He or she constructs backgrounds (either with traditional artists' tools or, increasingly, with computers) that integrate with the live action filmed on a set.

