

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - ASSISTANT PRODUCER - GAMES		
Sector	Media	
Sub-sector	Games	
Track	Game Production	
Occupation	Game Producer	
Job Role	Assistant Producer - Games	
Job Role Description	<p>The Assistant Producer - Games manages the day-to-day processes and coordinates ongoing production in a typical game development project. He/She is responsible for tracking production progress and resolving issues that may be affecting project quality or timelines. He aligns the expectations and deliverables of various production teams and implements solutions to resolve pressing production issues. He liaises with vendors for outsourced production aspects. He also contributes to the publishing and marketing of the game by contributing to the development of the marketing strategy as well as executing in-game events, sales and messaging.</p> <p>The work involves hands-on project management and collaboration with multiple teams across the business and operations. He is expected to coordinate meetings regularly and manage the project schedule for the production of various games. The work also involves supporting business decision making with analysis and recommendations.</p> <p>He is equally conversant with the game development lifecycle as he is with sales and marketing aspects for multimedia products. He is an able project manager who is proficient in planning and organising and is detail-oriented. He should also be effective at stakeholder management and communication to deliver across his wide-ranging responsibilities.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage game pre-production operations	Coordinate game pre-production meetings for discussions on game concept
		Prepare budgets for game development based on the game concept, in collaboration with the game design team
		Support the pitch for the approval process for the project
	Manage game project planning	Coordinate discussions for project planning of the production
		Contribute to the development of project success metrics
		Collect estimates from various production teams to draft the overall project
		Implement project tracking by using appropriate tools and templates
		Communicate project plans to production teams
		Identify and evaluate vendors for outsourcing specific parts of the game development process
	Manage game production operations	Contribute to cross-functional discussions for clarifying and aligning expectations with various production teams
		Organise beta testing and focus groups to seek feedback on the game features, functionalities and user experience
		Contribute inputs to ongoing project discussions for resolving issues and aligning production of various teams
		Track and record production status and progress against set metrics by communicating with various game production teams
		Track project budget utilisation for the purpose of management reporting
		Create project reports from internal documentation project tracking data to review and present project status and progress against set metrics
		Maintain constant communication with external vendors to track the progress of outsourced production
		Assist in overseeing achievement of milestones for game features and releases
	Drive operational excellence	Identify major issues that may be impeding project progress
		Oversee the development of solutions for major issues that may impact project progress
		Contribute to the implementation of measures to enhance the efficiency and effectiveness of production processes
	Drive game monetisation	Support the development of marketing strategy for the game
		Coordinate the contracting for licensing and merchandising deals
		Create plans for specific events and product messaging in collaboration with game design and marketing team, in alignment with the marketing calendar for the game
Execute events and in-game promotions in alignment with the marketing strategy and in collaboration with the marketing and programming teams		
Manage the localisation of content in various markets, in collaboration with regional teams and/or vendors		
Coordinate the creation of promotional materials for the marketing of the game, in collaboration with the marketing team		

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Contract and Vendor Management	Level 3	Communication	Advanced
Customer Behaviour Analysis	Level 3, Level 4	Decision Making	Basic	
Customer Experience Management	Level 2, Level 3	Teamwork	Advanced	
Production Budget Management	Level 3, Level 4	Problem Solving	Intermediate	
Project Management	Level 3, Level 4	Leadership	Basic	
Research	Level 2, Level 3			
Programme Listing	For a list of Training Programmes available for the Media sector, please visit: www.skillsfuture.sg/skills-framework/Media			

The information contained in this document serves as a guide.