SKILLS FRAMEWORK FOR MEDIA
SKILLS MAP - PRODUCER - GAMES

Sector	Media
Sub-sector	Games
Track	Game Production
Occupation	Game Producer

Job Role	**Producer - Games**

Job Role Description	The Producer - Games leads the end-to-end game development lifecycle from the concept phase to the publishing of the game to reach the customer. He/She is responsible for managing the entire game development project including concept development, budget development, managing the development operations as well as driving the marketing strategy for the game. He drives the development and execution of the project plan and manages production progress to ensure achievement of feature and release milestones. He drives operational excellence by reviewing and improving production processes. He also negotiates licensing and merchandising deals for the effective monetisation of the game. The work involves project leadership for the production teams as well as dealing with various internal and external stakeholders. He works in a high pressure environment with several deadlines and milestones. The work also involves a high amount of problem solving, consensus building and decision making. He is an effective project manager, conversant with the end-to-end game development process. He displays strong business acumen as well as a process-oriented mind-set. He is equally comfortable in leading creative and technical discussions as he is with business analysis and decision-making. He is proficient in planning and comfortable in managing a high number of stakeholders in complex situations. He should also be an effective negotiator and communicator.

	Critical Work Functions	**Key Tasks**
Critical Work Functions and Key Tasks	Manage game pre-production operations	Drive game concept discussions to review and refine game ideas and concepts
		Review proposed budget based on game concept and budgetary guidelines
		Lead the pitch to the leadership or external publishers for the approval process
		Guide the development of the game scripts in alignment with the game concept and ideas and in collaboration with the game design team
	Manage game project planning	Oversee the integration of design, art and programming pipelines as well as internal and outsourced pipelines in alignment with the overall project plan
		Define metrics for overall project success to guide production teams in deriving own success metrics
		Integrate project plans from various production teams to align with overall project plan
		Review and approve project tracking tools and techniques
		Approve outsourcing of components which may be non-core or for which technical capability may not be internally available
		Approve vendor selection for outsourced components
	Manage game production operations	Drive cross-functional project kick-off discussions to communicate expectations for each team in terms of features, functionality and user experience to be achieved
		Drive quality assurance by reviewing gameplay testing, beta testing and focus groups
		Lead ongoing project discussions to track progress, align expectations and resolve issues
		Track production progress by reviewing project reports and internal documents
		Oversee achievement of milestones for features and releases
	Drive operational excellence	Review production processes to identify scope for enhancement of efficiency and effectiveness
		Approve the use of new technology aimed at improving production processes and/or quality after reviewing for budgetary and schedule considerations
		Identify and implement measures to enhance efficiency and effectiveness of production processes by collaborating with production teams
		Manage the feedback from the sales and marketing teams as well as community and players to enhance the game play and functionality
	Drive game monetisation	Develop the marketing strategy for the game by collaborating with the marketing team
		Identify markets in which to publish the game to customise region-specific marketing strategies in collaboration with the marketing team
		Drive the overall profit and loss for the game by planning and executing the achievement of the game's monetisation potential
		Negotiate licensing and merchandising deals in collaboration with the marketing team
		Develop the overall marketing calendar for the game by collaborating with the marketing team
		Drive the localisation of content by engaging regional teams or outsourcing in different markets

	Manage game launch and updates	Drive game launch across platforms by driving launch events and promotions
		Manage public perceptions related to launch and live operations by collaborating with community development and marketing teams
		Oversee project management and timely release of post-launch updates
	Manage teams and/or departments	Communicate common goals, direction and accountability among staff
		Develop staff by coaching, mentoring and engaging in career discussions
		Exhibit effective performance management practices within department in accordance with company policies and procedures
		Monitor budgets, forecasting, work allocations and staffing of the various departments

	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
Skills and Competencies	Contract and Vendor Management	Level 4	Decision Making	Advanced
	Customer Behaviour Analysis	Level 5	Communication	Advanced
	Customer Experience Management	Level 4	Leadership	Advanced
	Game Quality Assurance Testing	Level 5	Teamwork	Advanced
	Product Management	Level 4	Interpersonal Skills	Advanced
	Production Budget Management	Level 5		
	Project Feasibility Assessment	Level 5		
	Project Management	Level 5		
	Research	Level 4		
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.