

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - HEAD SCRIPTWRITER				
Sector	Media			
Sub-sector	Games, Film and Video, TV and Broadcast			
Track	Content Production and Management			
Sub-track	Script/Story Development			
Occupation	Scriptwriter			
Job Role	Head Scriptwriter			
Job Role Description	<p>The Head Scriptwriter conceives the long-term storyline and outlines the overall story in a sequential manner to guide writers. He/She is responsible for the overarching storyline and controls the narrative by guiding writers to develop scripts for various parts. He is responsible for evaluating the target audience and ensures that the ideas appeal to them. He guides the writers on script specifications to ensure that overall quality, budget and schedule are aligned with requirements. He works closely with the writers on each draft of their story and script, giving them feedback on the quality of their work, suggesting improvements that can be made while also ensuring that practical issues, like continuity and correct running time, are adhered to. He gets direction from the creative leadership team to execute the vision of the desired content and works with various production teams to ensure that the story is translated to a visual concept in an appropriate way. He is involved during the production phase to understand technical and production constraints and may be called to aid in the identification of solutions for required story adaptations.</p> <p>The work involves working both in an individual capacity and as a team. He may be required to travel depending on the production requirements.</p> <p>He should be familiar with the local needs of the primary market and have a deep understanding of the interest and motivations of the target audience to create stories that engage them. He is effective at storytelling and has an expert grasp of the language. He should also understand the production processes, techniques and have an expert knowledge on the regulatory requirements to be able to write effectively for various linear and non-linear visual content in order to identify possibilities of legal issues that may occur during the script development process.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Conceptualise ideas for content	Key Tasks	
			Lead secondary and primary research efforts to obtain factual information and authentic details	
			Review research to understand the target audience and preferences in terms of concept, running time, format	
			Evaluate concepts or ideas for suitability, marketability and potential audience appeal	
			Discuss the narrative, visual requirements and other production requirements with the creative leadership teams	
	Manage budgets and plans for script production based on funding			
	Develop story elements of script for content	Develop the storyline together with the creative leadership teams, based on the creative vision		
		Drive the development of the story based on agreed concepts and research		
		Guide writers on script specifications to ensure quality of writing conforms to the requirements		
		Provide guidance to the writers for development of immersive story elements		
		Review scripts to ensure it aligns with commissioners' and publishers' requirements		
		Review final written materials to meet audiences and commissioners' preferences		
	Support copyright clearance of written materials	Highlight possible legal and copyright issues that may hinder production		
		Brainstorm ideas to shortlist options to pursue for managing copyright and/or legal issues		
		Approve the required budgets based on the copyright clearances required		
Guide the team on legal clearances required based on past experience				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Concept Creation	Level 5	Creative Thinking	Advanced
	Creative Storytelling	Level 5	Communication	Advanced
	Narrative Design	Level 4	Decision Making	Advanced
	Script Writing	Level 5	Interpersonal Skills	Advanced
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.