

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - DIGITAL ASSET MANAGER		
Sector	Media	
Sub-sector	Film and Video, TV and Broadcast	
Track	Media Technology and Operations	
Sub-track	Media Data Management	
Occupation	Media Technology and Operations Professional	
Job Role	Digital Asset Manager	
Job Role Description	<p>The Digital Asset Manager oversees the management of the organisation's digital content assets in the collection, organisation, maintenance, archiving and delivery stages. He/She develops the policies for the data management system and master library of documents, images, videos, presentations, audio files, including the type of formats needed for various platforms. He also establishes relevant naming conventions, metadata and content rights standards and assortment and collection relationships. He collaborates with media operations and sales teams, as well as external stakeholders such as agency representatives and vendors on the management of the digital assets.</p> <p>The work involves setting up systems, establishing processes, planning operations and leading a team involved in the execution of media data management operations.</p> <p>He is an expert planner and effective at stakeholder management. He should be able to multi-task in a fast-paced environment and be able to work both independently and collaboratively in cross-functional groups.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Plan media infrastructure and operations	Contribute to the development of strategy and future plans for media data management operations
		Develop operating plans for media data management operations including goals, focus areas and key metrics
		Prepare operations budget for media data management operations
	Establish media data management systems	Lead development of the data management vision, guiding principles, use cases, end user experiences, requirements and roadmap by collaborating with relevant stakeholders
		Define project scopes and craft business requirements document with inputs from relevant stakeholders
		Manage the procurement or development of the data management system
		Define metadata, taxonomy and content rights standards, security and system requirements by collaborating with cross-functional teams
		Manage the budget and delivery schedule of the data management system
		Evaluate digital storage solutions, backup and other necessary adjustments for safe data storage by collaborating with the Information Technology (IT) team
	Execute media data management operations	Implement the data management system and user adoption programme
		Promote the use of the data management system across the organisation
		Manage the end-to-end digital asset lifecycle
		Recommend ways to enhance automation of metadata tagging process and content ingest
		Define the internal and external users of the data management system including managing permissions and special access requests and permissions
		Oversee all data management projects such as new user groups, new use-cases, integrations and new features
	Manage the post-implementation of the data management system	Prioritise requirements based on user feedback and unmet business objectives
		Review data management system generated reports and ensure that the business objectives are met
		Conduct research on latest data management technology trends and innovations to ensure compatibility and relevance
		Perform annual audit to assess the data management system to make adjustments to achieve ease of use and smooth workflows internally and externally
Establish periodic data verification review processes to ensure data accuracy		
Improve performance of media operations	Analyse key metrics to evaluate the performance of media data management systems and operations	
	Investigate major lapses and faults in media data management systems to identify factors responsible	
	Develop measures to improve performance of media data management systems and operations	
	Implement automated processes to improve the efficiency of media data management systems and operations	

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Emergency Response Management	Level 4	Resource Management	Advanced
	Media Content Cataloguing	Level 4	Communication	Intermediate
	Media Data Management	Level 4	Service Orientation	Intermediate
			Problem Solving	Intermediate
		Digital Literacy	Intermediate	
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.