

SKILLS FRAMEWORK FOR MEDIA				
SKILLS MAP - EXECUTIVE - ON-DEMAND MEDIA TECHNOLOGY AND OPERATIONS				
<b>Sector</b>	Media			
<b>Sub-sector</b>	Film and Video, TV and Broadcast			
<b>Track</b>	Media Technology and Operations			
<b>Sub-track</b>	On-Demand Media Technology and Operations			
<b>Occupation</b>	Media Technology and Operations Professional			
<b>Job Role</b>	<b>Executive - On-Demand Media Technology and Operations</b>			
<b>Job Role Description</b>	<p>The Executive - On-Demand Media Technology and Operations supports the delivery of the organisation's content to the viewers over on-demand media platforms. He/She executes processes such as ingesting, encoding, transcoding and quality checks on incoming content to maintain compliance with the organisation's technical standards. He designs, develops and deploys media applications to meet media workflows and customer content delivery requirements. He also designs, deploys and operationalises content delivery networks (CDNs) to deliver the organisation's content to customers.</p> <p>The work involves end-to-end involvement in on-demand media operations, including design, development, deployment and maintenance.</p> <p>He should be able to think creatively and innovatively. He ought to be process-oriented. He is also expected to be effective at collaboration and stakeholder management to be able to work with teams across the organisation.</p>			
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	Develop media applications	<b>Key Tasks</b>	
			Design software enhancements and/or new application products to meet internal media workflow requirements and customer media access requirements	
			Write code to develop software enhancements and/or new applications based on approved designs	
			Perform load and functionality testing of developed applications to analyse performance and stability	
			Deliver product releases on schedule by collaborating with the relevant teams	
	Execute on-demand media content operations	Maintain updated documentation for deployment and maintenance of media applications		
		Ingest media content by recording and/or storing media content		
		Review quality of ingested content based on technical specifications and aesthetic quality		
		Perform quality checks on incoming content across various formats and media		
		Perform encoding and transcoding to transform the media content into the required formats		
	Execute content delivery operations	Collaborate with the media data management team for the cataloguing, classification and storage of media content		
		Design network architecture for new systems and products or modifications to existing systems and products		
		Configure data centre hardware for the purpose of deployment and operations		
		Deploy content delivery networks (CDNs) for new and existing products and systems to achieve new features, functionality and/or operational efficiency		
		Execute the placement, version control and caching of content on CDNs as per content requirements		
		Manage network traffic for CDN operations by deploying measures for routing network traffic in an efficient manner		
		Troubleshoot bottlenecks, outages, errors and other issues in CDN operations to identify root cause and take appropriate action		
		Perform CDN maintenance activities to ensure smooth CDN operations and minimise downtime		
Maintain reports to track content delivery performance metrics and technical faults				
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Application Development	Level 3	Problem Solving	Intermediate
	Content Delivery Network Operations	Level 3	Computational Thinking	Intermediate
	Content Ingest Operations	Level 3	Digital Literacy	Basic
	Network Administration and Maintenance	Level 2	Teamwork	Intermediate
	Network Configuration	Level 2	Communication	Intermediate
<b>Programme Listing</b>	For a list of Training Programmes available for the Media sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/Media">www.skillsfuture.sg/skills-framework/Media</a>			

The information contained in this document serves as a guide.