

SKILLS FRAMEWORK FOR MEDIA		
SKILLS MAP - MANAGER - ON-DEMAND MEDIA TECHNOLOGY AND OPERATIONS		
Sector	Media	
Sub-sector	Film and Video, TV and Broadcast	
Track	Media Technology and Operations	
Sub-track	On-Demand Media Technology and Operations	
Occupation	Media Technology and Operations Professional	
Job Role	Manager - On-Demand Media Technology and Operations	
Job Role Description	<p>The Manager - On-Demand Media Technology and Operations plans the delivery of the organisation's content to viewers over on-demand media platforms. He/She develops operating plans, goals, metrics and processes for the organisation's on-demand media technology and operations. He collaborates with various teams to define requirements for media applications to support on-demand media operations. He also leads the design, delivery, planning and operationalising of content delivery networks (CDNs) to deliver the organisation's content to customers.</p> <p>The work involves operational planning as well as technical leadership. He should be able to work with teams across the organisation to develop and execute ideas.</p> <p>He should be an effective planner and has the ability to manage stakeholders across the organisation. He ought to be a proficient communicator and is able to effectively collaborate with multiple teams across the organisation.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Plan media infrastructure and operations	Contribute to the development of current and future on-demand media operations strategy
		Develop operating plans for on-demand media operations including goals, focus areas and key metrics
		Prepare operational budget for on-demand media operations
	Develop media applications	Guide the design of software enhancements and new applications to meet internal and customer requirements
		Define requirements and specifications for media software applications and/or modifications to existing applications by collaborating with internal users
		Review customers' feedback and media consumption patterns to identify areas of improvement for media applications
		Incorporate new features or refinements into applications based on customer analytics
		Oversee the testing and release of software enhancements and applications
	Execute on-demand media content operations	Define goals, priorities and key metrics for on-demand media operations
		Define standard operating procedures (SOPs) for on-demand media operations
		Plan on-demand media operations to meet the organisation's content requirements and in compliance with regulatory norms and service requirements
		Define internal standards of technical quality and formats for content
		Develop contingency plans and prepare equipment redundancies to minimise loss of service from technical failures
	Execute content delivery operations	Approve design of network architecture for content delivery networks (CDNs) to meet the organisation's requirements
		Define capacity and technical requirements for CDNs to support the organisation's digital content delivery requirements
		Oversee the deployment and configuration of CDNs
		Define standard operating procedures (SOPs) for CDN operations
		Plan CDN caching requirements for content including special events
		Review content delivery performance and identify areas of improvement for CDN operations using analysis of content delivery data and metrics
Drive automation of processes to improve efficiency of CDN operations		
Develop plans to scale CDN operations to meet changes in content demand		
Improve performance of media operations	Evaluate performance of on-demand media operations using analysis of key metrics	
	Investigate major lapses and breakdowns in on-demand media operations	
	Develop measures to improve performance of on-demand media operations	
	Implement automated processes to improve the efficiency of on-demand media operations	

	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 organisational policies and procedures		
		Monitor budgets, forecasting, work allocations and staffing of the various departments		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Application Development	Level 4	Digital Literacy	Advanced
	Content Delivery Network Operations	Level 4	Computational Thinking	Advanced
	Content Ingest Operations	Level 4	Problem Solving	Intermediate
	Network Administration and Maintenance	Level 3	Developing People	Intermediate
	Network Configuration	Level 3	Leadership	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.