

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - EXECUTIVE - CONTENT ACQUISITION				
Sector	Media			
Sub-sector	Film and Video, TV and Broadcast			
Track	Media Business Management			
Sub-track	Acquisition			
Occupation	Content Acquisition Professional			
Job Role	Executive - Content Acquisition			
Job Role Description	<p>The Executive - Content Acquisition supports the acquisition of content specific to a genre or segment. He/She is responsible for supporting all stages of content acquisition operations by using research to identify content, basic technical and creative evaluation of content as well as financial modelling to inform commercial decision making during licensing negotiations as well as content acquisition operations.</p> <p>The work involves working in an individual capacity in a dynamic and fast-paced environment. He is also expected to be independent and produce work with minimal supervision. He spends his time primarily in research and content evaluation but also spends significant time in networking and coordinating business meetings.</p> <p>He should be able to coordinate effectively with stakeholders within the department as well as across the organisation. He should be an able communicator and planner to be able to perform his role effectively.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Research customer trends and content ideas	Key Tasks	
			Identify trends and patterns from audience content consumption data for the genre and/or customer segments	
			Conduct quantitative and qualitative research to validate the appeal of different concepts and genres across various target audience demographics	
			Report research results and audience trends	
	Source content for acquisition	Infer popular content concepts from other genres to gauge their applicability to own genre		
		Assist in the evaluation of sourcing content for the purpose of licensing by coordinating with production houses		
		Review content for required technical specifications and basic compliance to organisation's content guidelines		
		Recommend screened content for detailed creative evaluation based on creative direction		
	Execute content acquisition operations	Support the development of the commercial model to obtain budgetary and creative support		
		Coordinate the logistics of business meetings with production houses		
		Provide relevant support for content licensing negotiations		
		Draft right terms within licensing contracts by coordinating with other departments		
		Verify availability of content in the required format, media and technical specifications for various platforms to ensure rights optimisation		
		Keep track of the stock for specific platforms and genres		
	Build industry relationships and networks	Identify opportunities for further acquisition based on consumption analysis		
		Enter licensing and rights information in the digital assets metadata		
Conduct research on industry bodies, content producers and other key industry players				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Negotiation	Level 3	Problem Solving	Basic
	Content Acquisition Management	Level 3	Teamwork	Basic
	Contract and Vendor Management	Level 2	Communication	Intermediate
	Customer Behaviour Analysis	Level 2	Decision Making	Basic
Research	Level 2	Resource Management	Basic	
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.