

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - MANAGER - CONTENT ACQUISITION					
<b>Sector</b>	Media				
<b>Sub-sector</b>	Film and Video, TV and Broadcast				
<b>Track</b>	Media Business Management				
<b>Sub-track</b>	Acquisition				
<b>Occupation</b>	Content Acquisition Professional				
<b>Job Role</b>	<b>Manager - Content Acquisition</b>				
<b>Job Role Description</b>	<p>The Manager - Content Acquisition leads the acquisition of content for specific genres and/or segments. He/She is responsible for identifying opportunities to acquire content and managing the end-to-end acquisition process. He evaluates content from both creative and commercial perspective, for suitability to the organisation's requirements and recommends acquisition of the right content. He leads a team that delivers acquisition opportunities specific to the genre and/or segment. The work involves high concentration for creative and technical evaluation of content as well as high collaboration with internal and external stakeholders to strike acquisition deals.</p> <p>The work environment is dynamic and fast-paced which requires him to be focused at all times. He will be involved in a variety of meetings with different stakeholders to lead the team to achieve business goals. He is expected to draw on research insights and personal judgment to take key decisions with high accountability.</p> <p>He should have a strong understanding of his content domain and the media landscape in general. He should be comfortable with analysis and have an eye for detail. He should be proficient in communication, planning and organising as well as managing stakeholders.</p>				
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	Research customer trends and content ideas	<b>Key Tasks</b>		
			Manage research projects to identify potential content concepts and types		
			Analyse content consumption patterns to identify key trends across genres and/or customer segments		
			Build an understanding of audience needs and expectations		
	Source content for acquisition	Identify content acquisition opportunities		Assist in content licensing negotiations in the genre for financial analysis, forecasting and technical requirements and other relevant aspects by providing relevant inputs	
				Execute the contracting process following successful licensing negotiations	
				Inspect content acquisition contracts for adherence to licensing terms and overall risk management	
				Perform analysis and valuation of new deals to facilitate decision making	
				Prioritise specific acquisition based on stock fulfilment requirements for specific genres or time slots	
				Oversee the fulfilment of payments to complete the acquisition process	
				Oversee accurate recording of rights agreements in the rights management systems	
		Build industry relationships and networks	Participate in industry forums, film festivals and other industry events		
	Identify industry stakeholders such as industry bodies, production houses and independent content producers for building relationships				
	Engage industry bodies, content producers and other key industry players				
	<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
Business Negotiation		Level 4	Decision Making	Intermediate	
Content Acquisition Management		Level 4	Problem Solving	Intermediate	
Content Strategy		Level 4	Leadership	Intermediate	
Contract and Vendor Management		Level 3	Communication	Intermediate	
Customer Behaviour Analysis		Level 3	Resource Management	Basic	
Innovation Management		Level 3			
Project Management		Level 4			
Research	Level 3				
<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.