

<b>SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - HEAD - CONTENT</b>		
<b>Sector</b>	Media	
<b>Sub-sector</b>	Games, Film and Video, TV and Broadcast	
<b>Track</b>	Media Business Management	
<b>Sub-track</b>	Acquisition, Content Commissioning, Programme Planning and Scheduling, Standards and Practices, Localisation, Media Product Management	
<b>Occupation</b>	Content Professional	
<b>Job Role</b>	<b>Head - Content</b>	
<b>Job Role Description</b>	<p>The Head - Content leads the development of the creative vision of the organisation in alignment with organisational objectives and customer expectations. He/She is responsible for developing the content guidelines and the content strategy for production, acquisition and/or commissioning of content by the organisation. He manages the overall financials for all the organisation's content and contributes to the development of effective strategies to monetise the same. He also drives the organisation's efforts to secure funding and sponsorship for its content operations. He ensures that all business narratives and messages formulated by the communications and marketing department are in support of content strategies and decisions. He provides creative guidance and leadership to the organisation, while liaising externally to build the organisation's industry presence and brand.</p> <p>The work involves strategic planning and stakeholder management to deliver effectively against expectations. He is expected to meet with key internal stakeholders to realise the creative vision of the organisation. He is also expected to actively engage external stakeholders to build the organisation's brand. As such, he may be required to travel frequently as part of his work.</p> <p>He is an able leader with strong business acumen. He is an authority on the media landscape and its evolution. He is an effective communicator and negotiator. He thrives on business and financial analysis and displays proficiency in commercial decision making.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Develop content strategy	Develop the overall content strategy and content focus areas for the organisation in terms of the nature of content such as first-run, repeats, licensed and original, genres and target segments
		Review the insights from customer behaviour, usage, consumption data, demographic and geographical preferences
		Develop content guidelines for the production, acquisition and/or commissioning of content
		Advise product managers in order to support the development of product-specific strategies related to content planning, monetising and marketing initiatives in line with the content strategy
	Execute content acquisition operations	Lead operational and financial planning for content acquisition, commissioning and production operations
		Lead make-or-buy decisions for specific target genres and content ideas
		Formulate the financial budgets for in-house production, licensed content and commissioned projects
		Review changes to production, licensing or commissioning budgets
		Establish metrics to track performance of content delivered across platforms and/or products
	Build industry relationships and networks	Represent the organisation at industry forums, film festivals and other industry events
		Prioritise key industry stakeholders for networking and partnerships
		Build networks with industry bodies, content producers and other key industry stakeholders
	Drive content monetisation plans	Develop strategies to maximise monetisation of content owned by the organisation by collaborating with the sales and marketing teams
		Oversee all content distributed using traditional or social media with regards to content promotion, customer engagement, customer service, performance management and listings
		Develop the territory-wise and platform-wise pricing strategy for all content owned by the organisation by collaborating with other departments and stakeholders
		Advise on the overall marketing strategy for content including product branding and messages to maximise content reach
		Develop sales content and the identification of target customers and potential markets by partnering with the sales team
	Manage teams and/or departments	Set direction for function management including budgets, work allocations and staffing
		Manage career development and succession planning for key positions within the function with regards to Human Resource (HR) strategies
Enable performance excellence by focusing on talent development and setting of clear objectives		
Contribute to the development of the overall business strategy		

	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)			
	<b>Skills and Competencies</b>	Business Negotiation	Level 6	Leadership	Advanced	
Concept Creation		Level 6	Resource Management	Advanced		
Content Acquisition Management		Level 5	Creative Thinking	Intermediate		
Content Commissioning		Level 5	Decision Making	Advanced		
Content Distribution		Level 5, Level 6	Global Mindset	Intermediate		
Content Strategy		Level 6				
Contract and Vendor Management		Level 5				
Customer Behaviour Analysis		Level 5				
Customer Experience Management		Level 5				
Customisation and Localisation		Level 5				
Innovation Management		Level 6				
Market Evaluation		Level 5				
Pricing Strategy		Level 5				
Product Management		Level 6				
Programme Planning		Level 5				
Project Management		Level 6				
Research	Level 5					
<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.