

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - EXECUTIVE - CONTENT COMMISSIONING				
<b>Sector</b>	Media			
<b>Sub-sector</b>	Film and Video, TV and Broadcast			
<b>Track</b>	Media Business Management			
<b>Sub-track</b>	Content Commissioning			
<b>Occupation</b>	Content Commissioner			
<b>Job Role</b>	<b>Executive - Content Commissioning</b>			
<b>Job Role Description</b>	<p>The Executive - Content Commissioning supports the commissioning of content production, specific to a genre and/or segment. He/She is responsible for supporting all stages of content commissioning operations. This includes research to identify content ideas and concepts, preliminary creative evaluation of content ideas as well as financial modeling to inform decision making.</p> <p>The work involves coordination with multiple teams and stakeholders as well as desk research to support commissioning processes. He attends meetings with internal and external stakeholders on a regular basis as part of the commissioning process as well as during ongoing projects.</p> <p>He should be comfortable with analysis and critical evaluation. He is well-organised and is able to plan own work effectively. He should also be effective at communicating with internal and external 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>	
			Identify trends and patterns from audience content consumption data for the genres and/or segments	
			Report research results and audience trends	
			Conduct quantitative and qualitative research to validate the appeal of different concepts and genres and/or segments across various target audience demographics	
	Evaluate proposals from content producers	Reference popular content concepts from other genres to gauge their applicability to own genre		
		Draft content briefs in alignment with organisational requirements of the organisation and the genre for sharing with prospective content creators		
		Conduct basic screening for submitted proposals in alignment with the content evaluation guidelines		
	Manage content commissioning operations	Participate in the proposal review process		
		Coordinate the logistics of business meetings with production houses		
		Provide relevant support for content commissioning negotiations		
		Assist in the drafting of commissioning contracts by coordinating with the legal department		
		Create the project plan for monitoring the progress of the commissioned projects		
	Build industry relationships and networks	Track the technical compliance of content commissioned to ensure compliance with the organisation's established guidelines and requirements		
		Conduct research on content creators and freelance media professionals		
		Maintain a database of content creators and freelance media professionals		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Concept Creation	Level 3	Decision Making	Basic
	Content Commissioning	Level 3	Teamwork	Intermediate
	Content Rating and Compliance	Level 3	Problem Solving	Basic
	Contract and Vendor Management	Level 2	Resource Management	Basic
	Project Management	Level 3	Communication	Intermediate
	Research	Level 2		
<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.