

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - MANAGER - CONTENT COMMISSIONING					
Sector	Media				
Sub-sector	Film and Video, TV and Broadcast				
Track	Media Business Management				
Sub-track	Content Commissioning				
Occupation	Content Commissioner				
Job Role	Manager - Content Commissioning				
Job Role Description	<p>The Manager - Content Commissioning leads the commissioning of content production for specific genres and/or segments. He/She is responsible for soliciting and evaluating content ideas and concepts from content creators for commissioning production of content. He evaluates proposals for their creative and commercial value, as well as the capabilities of production houses before recommending the commissioning of production of the content. He ensures commissions are based on a sound understanding of cost, quality, delivery date, rights and funding requirements.</p> <p>The work involves collaborating with internal and external stakeholders, as well as a high creative focus to evaluate content concepts.</p> <p>He is an able project manager who is able to deliver effectively within available resources and constraints. He is an expert in his domain and is comfortable with numbers and business analysis. He ought to be proficient at communicating with internal and external stakeholders. He should have a flair for identifying ideas and content creators with high potential for success.</p>				
Critical Work Functions and Key Tasks	Critical Work Functions	Research customer trends and content ideas	Key Tasks		
			Manage research projects to identify new content ideas and concepts for the genres and/or customer segments		
			Analyse content consumption patterns to identify key trends across genres and/or customer segments		
			Build an understanding of audience needs and expectations		
	Evaluate proposals from content producers	Identify content commissioning opportunities		Guide the development of content briefs in line with organisational content requirements	
		Evaluate creative and technical capabilities of production houses and independent content producers for the shortlisted proposals		Review the proposals received in accordance with content and evaluation guidelines	
		Review the proposals received in accordance with content and evaluation guidelines		Seek budgetary and creative support based on sound logic and commercial model	
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	Manage content commissioning operations	Develop plans specific to genres and/or customer segments for commissioning content		Provide inputs into the content commissioning plans based on customer behavior, usage and consumption data	
		Provide inputs into the content commissioning plans based on customer behavior, usage and consumption data		Support content commissioning negotiations in the genre and/or customer segments including areas such as budgets, technical specifications, marketing agreements and production schedules	
		Support content commissioning negotiations in the genre and/or customer segments including areas such as budgets, technical specifications, marketing agreements and production schedules		Execute the contracting process following successful commissioning agreement	
		Execute the contracting process following successful commissioning agreement		Manage commissioned projects to ensure adherence to key milestones, delivery schedules and payment schedules	
		Manage commissioned projects to ensure adherence to key milestones, delivery schedules and payment schedules		Manage technical compliance of commissioned content with the organisation's established guidelines and requirements for format and other technical specifications	
		Manage technical compliance of commissioned content with the organisation's established guidelines and requirements for format and other technical specifications		Perform analysis and valuation of new deals to facilitate decision making	
		Perform analysis and valuation of new deals to facilitate decision making		Implement operational changes to streamline content commissioning activities	
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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		
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Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)		
	Business Negotiation	Level 4	Creative Thinking	Intermediate	
	Concept Creation	Level 4	Decision Making	Basic	
	Content Commissioning	Level 4	Problem Solving	Intermediate	
	Content Rating and Compliance	Level 3	Communication	Advanced	
	Content Strategy	Level 4	Teamwork	Intermediate	
	Contract and Vendor Management	Level 3			

	Innovation Management	Level 4	
	Market Evaluation	Level 3	
	Project Management	Level 4	
	Research	Level 3	
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.