

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - HEAD - 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	Head - Content Commissioning			
Job Role Description	The Head - Content Commissioning leads the execution of the organisation's content strategy by commissioning the production of impactful and commercially profitable content. He/She provides creative leadership to the development process and encourages risk-taking and innovation for outstanding content. He works in close collaboration with the programme planning and scheduling team and supports the monetisation of the organisation's content by supporting the development of pricing and marketing strategies.			
	The work involves providing creative and business leadership to the commissioning department. This includes creative evaluation and approval of content ideas as well as identifying and collaborating with content producers in various projects.			
	He should be comfortable in creative risk-taking, displays strong business acumen and be familiar with interpreting business insights. He is an expert in the media landscape with an eye on emerging content trends. He should be an effective communicator and comfortable in stakeholder management. He is also expected to have a flair for identifying, developing and promoting new talent.			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
	Evaluate proposals from content producers	Establish guidelines for the evaluation of content ideas and content producers		
		Provide content inputs to align suitable proposals with the organisation's content requirements		
		Approve content commissioning proposals based on creative as well as commercial considerations		
	Manage content commissioning operations	Contribute to the development of the overall content strategy by leveraging on research on industry trends and key customer insights		
		Develop the content commissioning strategy in alignment with the overall content strategy		
		Develop content commissioning plans in alignment with the organisation's overall content strategy and content guidelines		
		Implement metrics and mechanisms to track the performance of commissioned content across platforms and genres		
		Lead content commissioning negotiations for key projects		
		Approve contracting for content commissioning		
		Finalise sources of funding for commissioning operations and specific projects		
		Drive operational changes to streamline content commissioning activities		
	Drive content monetisation strategy	Develop plans to position and market commissioned content by collaborating with other departments and/or stakeholders		
		Develop the pricing strategy for commissioned content by collaborating with other departments and/or stakeholders		
		Develop new services or product offerings to improve the content reach by collaborating with other departments and/or stakeholders		
	Build industry relationships and networks	Represent the organisation at industry forums, film festivals and other industry events		
		Drive identification of key industry stakeholders for building networks and partnerships		
		Assist in building networks with industry bodies, content producers and other key industry players		
	Manage teams and/or departments	Define common goals, direction and accountability among staff		
		Define staff development strategies by coaching, mentoring and engaging in career discussions		
Define effective performance management practices within department in accordance with organisational policies and procedures				
Oversee budgets, forecasting, work allocations and staffing of the various departments				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Negotiation	Level 5	Global Mindset	Advanced
	Concept Creation	Level 5	Creative Thinking	Intermediate
	Content Commissioning	Level 5	Communication	Advanced
	Content Rating and Compliance	Level 4	Resource Management	Advanced
	Content Strategy	Level 5	Leadership	Advanced

	Contract and Vendor Management	Level 4	
	Innovation Management	Level 5	
	Market Evaluation	Level 4	
	Project Management	Level 5	
	Research	Level 4	
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.