

SKILLS FRAMEWORK FOR MEDIA				
SKILLS MAP - EXECUTIVE - PROGRAMME PLANNING AND SCHEDULING				
Sector	Media			
Sub-sector	TV and Broadcast			
Track	Media Business Management			
Sub-track	Programme Planning and Scheduling			
Occupation	Media Programme Scheduler			
Job Role	Executive - Programme Planning and Scheduling			
Job Role Description	<p>The Executive - Programme Planning and Scheduling creates daily, weekly and monthly programme schedules to support broadcast operations. He/She is also responsible for the execution of programme schedules by engaging in constant communication with the linear media operations team. He coordinates the placement of network content promotions in collaboration with other teams.</p> <p>The work involves coordination with multiple teams and stakeholders to deliver programming requirements effectively. He spends significant time in interacting with the content and sales teams as well as in meetings to plan for programming requirements.</p> <p>He is expected to be proficient at planning and organising in an individual capacity to be able to deliver effectively. He should also be an effective communicator and comfortable in coordinating with multiple teams and stakeholders.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
		Plan programme planning and scheduling operations	Maintain a database of fillers and interstitial material to plan for meeting contingent requirements	
			Assist in optimising scheduling workflow to improve efficiency of channel operation	
	Plan for incorporating regulatory compliance changes in the scheduling workflow			
	Execute programme planning and scheduling operations	Create daily playlists for payout and transmission		
		Ensure payout and transmission are in accordance with daily playlist by coordinating with the linear media operations team		
		Create the monthly programming grids, electronic program guides (EPGs), highlights for all channels		
		Create commercial placement schedule by collaborating with the ad sales team		
		Execute schedule changes in scheduling database		
		Develop monthly schedules for non-linear channels, including the scheduling of special events for non-linear channels		
		Review on-air promotional material for compliance with regulations and channel branding		
	Support content monetisation strategy	Optimise advertisement scheduling to ensure all sales obligations are met		
		Create commercials transmission report from on-air 'as-is' logs for sales teams to bill customers		
		Identify opportunities to enhance the monetisation potential of specific content by increasing the number of advertising slots where possible		
Evaluate program planning and scheduling performance	Generate customer analysis reports for the purpose of evaluating performance of content and scheduling			
	Circulate transmission reports within and outside department for the purpose of performance monitoring			
	Draw trends from content performance data for the purpose of management reporting			
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Concept Creation	Level 3	Teamwork	Basic
	Customer Behaviour Analysis	Level 3	Communication	Intermediate
	Customer Experience Management	Level 3	Digital Literacy	Basic
	Market Evaluation	Level 3	Problem Solving	Basic
	Programme Planning	Level 3	Service Orientation	Basic
	Research	Level 2		
	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.