

SKILLS FRAMEWORK FOR MEDIA		
SKILLS MAP - MANAGER - PROGRAMME PLANNING AND SCHEDULING		
<b>Sector</b>	Media	
<b>Sub-sector</b>	TV and Broadcast	
<b>Track</b>	Media Business Management	
<b>Sub-track</b>	Programme Planning and Scheduling	
<b>Occupation</b>	Media Programme Scheduler	
<b>Job Role</b>	<b>Manager - Programme Planning and Scheduling</b>	
<b>Job Role Description</b>	<p>The Manager - Programme Planning and Scheduling plans the scheduling of content and commercials for the network to create effective monetisation opportunities using the network schedule. He/She also analyses the content pipeline to identify content shortfalls and opportunities to deliver new programmes with high monetisation potential. He manages a team of scheduling executives who deliver programming schedules.</p> <p>The work involves a high amount of planning, coordination and team management. He spends his time in planning discussions with content teams as well as in guiding team members in delivering effective scheduling.</p> <p>He is expected to be proficient at planning, organising and problem-solving to be able to deliver effectively and manage contingent content shortfalls. He should be process-oriented with an eye for detail to be able to analyse and improve operational processes. He should also be an effective communicator and people manager.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Plan programme planning and scheduling operations	Develop the plan and schedule of new content by collaborating with content teams
		Develop plans to maximise scheduling opportunities for counter-programming to increase audience base for various linear and non-linear platforms
		Develop short-range and medium-range programme plans and calendars for each channel brand
		Develop plans to execute on-air promotion strategy
		Identify content shortfalls and opportunities to deliver new content
		Customise ideas to exploit digital media consumption by leveraging programme schedules
		Optimise scheduling process and workflows to improve channel operations
		Identify 'tent-pole' or successful programmes in alternate slots between which a promising new show could be launched
	Execute programme planning and scheduling operations	Manage network scheduling as per content and commercial requirements
		Utilise quantitative and qualitative research to inform scheduling decisions
		Guide the development of programming schedule with a view to enhance audience base and drive commercial revenue
		Review daily playlists before release to relevant departments
		Review commercial placement schedules in collaboration with sales team to maximise content monetisation
		Recommend scheduling changes based on performance and competitor information
		Guide the development of short term schedules for specific prime content for linear and non-linear channels
Support content monetisation strategy	Review advertiser needs, sponsorships, suggest opportunities and understand schedule requirements with the sales team	
	Develop plans to create promotional campaigns for new content by collaborating with the content and marketing teams	
	Review 'as-is' logs to ensure sales obligation are met	
	Guide team to identify opportunities to insert extra advertising slots for specific content	
	Provide inputs to sales team in pricing advertising slots for specific events by providing information such as audience measurement projections and benchmark figures	
Evaluate program planning and scheduling performance	Determine effectiveness of programming efforts by collaborating with the customer insights team	
	Review content, promotions and commercials placements from transmission reports to evaluate scheduling performance	
	Prepare reports to inform leadership of content and commercial performance	

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Concept Creation	Level 4	Teamwork	Intermediate
	Content Strategy	Level 4	Sense Making	Intermediate
	Customer Behaviour Analysis	Level 4	Communication	Advanced
	Customer Experience Management	Level 3	Digital Literacy	Intermediate
	Market Evaluation	Level 3	Global Mindset	Intermediate
	Programme Planning	Level 4		
	Research	Level 3		
<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.