

SKILLS FRAMEWORK FOR MEDIA		
SKILLS MAP - HEAD - 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	Head - Programme Planning and Scheduling	
Job Role Description	<p>The Head - Programme Planning and Scheduling leads the development of the network's scheduling strategy for the purpose of growing the network's audience base. He/She is also responsible for developing effective monetisation strategies for content and advertisement slots. He plays a key role in the decision making for finalising the organisation's content mix and how to most effectively exploit the same. He leads a department of planners and has to manage multiple internal and external stakeholders.</p> <p>The work involves strategic planning and decision making which is critical to the organisation's success in content performance. He is required to keep an eye on the market to understand competition as well as content opportunities that the organisation can leverage on. He also spends time in planning discussions with content teams as well as sales teams to ensure that the organisation's content is effectively monetised.</p> <p>He is an organised individual and has the foresight to be able to provide strategic direction and guide key decision making. In order to build relationships with stakeholders, he should be proficient in communication, decision-making and stakeholder management.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop strategy for programme planning and scheduling	Develop network scheduling strategies by collaborating with various departments to grow network audience base and effectively monetise network content
		Analyse ratings, market data and customer research to drive effective scheduling strategies based on data and analytics
		Analyse competition programming and develop effective counter-programming strategies
		Finalise the content mix for programming and scheduling by collaborating with content teams in the decision making process
		Review scheduling strategy and implementation periodically to understand its efficacy and implement required changes to improve existing strategy
		Develop a strategy across the network, including the planning and scheduling of all content across various linear and non-linear platforms
	Plan programme planning and scheduling operations	Review programming inventory and pipelines against network needs and goals periodically
		Contribute to the development of the promotion strategies and plans by providing scheduling inputs
		Plan for managing shortfalls and content opportunities by collaborating with content teams
		Set performance goals in terms of ratings targets for all scheduled programming
		Seek system and process improvements continually by analysing workflow processes to define inefficiencies and restructure as needed
		Drive plans for performance-based scheduling of content
	Support content monetisation strategy	Identify methods to maximise revenue using the scheduling plan by collaborating with the sales and marketing team
		Identify and deliver impactful content to drive content and commercials monetisation by collaborating with content teams
		Drive the identification of opportunities to enhance the monetisation potential of prime scheduling slots
		Contribute to the development of pricing strategies for advertising slots in collaboration with advertising sales team
	Evaluate program planning and scheduling performance	Drive the evaluation of scheduling performance by leveraging on content insights from other teams
		Review audience measurement ratings and commercial revenue to assess scheduling, content performance and plan improvement measures
		Recommend continuation or discontinuation of specific content based on performance
	Manage teams and/or departments	Define common goals, direction and accountability among staff
		Define staff development strategies through coaching, mentoring and career discussions
		Define effective performance management practices within department in accordance with company 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	Leadership	Advanced
	Concept Creation	Level 5	Sense Making	Advanced
	Content Strategy	Level 5	Global Mindset	Intermediate
	Contract and Vendor Management	Level 4	Decision Making	Advanced
	Customer Behaviour Analysis	Level 5	Developing People	Advanced
	Customer Experience Management	Level 4		
	Market Evaluation	Level 4		
	Programme Planning	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.