

<b>SKILLS FRAMEWORK FOR MEDIA</b>		
<b>SKILLS MAP - MANAGER - STANDARDS AND PRACTICES</b>		
<b>Sector</b>	Media	
<b>Sub-sector</b>	Games, Film and Video, TV and Broadcast	
<b>Track</b>	Media Business Management	
<b>Sub-track</b>	Standards and Practices	
<b>Occupation</b>	Media Standards and Practices Professional	
<b>Job Role</b>	<b>Manager - Standards and Practices</b>	
<b>Job Role Description</b>	<p>The Manager - Standards and Practices (S&amp;P) ensures that content delivered by the organisation complies with the regulatory requirements and censorship norms of the local territories where the content may be available. He/She also provides advisory ratings for the content based on the regulatory guidelines. He keeps abreast of the local, cultural and political norms and sensitivities to support the creation of content classification guidelines.</p> <p>The work involves coordinating internal and external processes for delivery within tight timelines. He is highly accountable for the organisation's brand and reputation given the sensitivities of content classification. He should be comfortable coordinating with internal and external stakeholders in order to balance the organisation's priorities with compliance to guidelines and norms.</p> <p>He should be effective at planning and organising. He should also be aware of the regulatory, political and cultural landscape and possess a keen eye for detail to be able to spot compliance issues while reviewing content. He ought to be proficient in communicating and stakeholder management in order to deliver effectively.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Plan standards and practices (S&P) operations	Define success criteria and key metrics for evaluating S&P performance
		Engage other teams to understand their plans and S&P requirements
		Define quality standards for output of S&P review and compliance editing processes
		Approve vendor selection for S&P review and compliance editing processes
		Develop internal and external workflows, processes and ratings classification databases
		Obtain necessary classifications for classifying content
		Maintain relationships with regulatory authorities to request for approval and concessions
		Develop content classification guidelines based on regulatory guidelines and organisation values by collaborating with the content teams
	Execute S&P operations	Review scripts and storyboards during pre-production stage to ensure adherence to compliance standards and organisation's content guidelines
		Review all new content for compliance with S&P guidelines
		Identify and recommend cuts based on S&P guidelines and targeted rating for the content
		Recommend advisory ratings based on content classification guidelines of individual territories
		Advise ongoing productions on potential non-compliance issues during filming
		Vet all commercials, promos and other on-air content to ensure adherence to S&P guidelines
	Evaluate and improve S&P operations	Identify potential defamation, false-light, invasion of privacy and other legal issues arising out of programme content and report to the legal team
Evaluate S&P performance by tracking key compliance and strategic metrics		
Investigate public feedback regarding censorship and classification issues of particular content and take appropriate action		
Manage teams and/or departments	Conduct training sessions for other teams to enable a clear understanding of compliance regulations in various territories	
	Communicate common goals, direction and accountability among staff	
	Develop staff by coaching, mentoring and engaging in career discussions	
	Exhibit effective performance management practices within department in accordance with organisational policies and procedures	
	Monitor budgets, forecasting, work allocations and staffing of the various departments	

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Content Rating and Compliance	Level 5	Decision Making	Advanced
	Customer Behaviour Analysis	Level 4	Communication	Advanced
	Research	Level 3	Problem Solving	Advanced
			Creative Thinking	Advanced
		Resource Management	Advanced	
Programme Listing	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.