

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - EXECUTIVE - LOCALISATION				
Sector	Media			
Sub-sector	Games, Film and Video, TV and Broadcast			
Track	Media Business Management			
Sub-track	Localisation			
Occupation	Content Localisation Professional			
Job Role	Executive - Localisation			
Job Role Description	<p>The Executive - Localisation coordinates internal and external processes to execute the localisation of the organisation's content for delivery to specific territories. He/She maintains day-to-day communication with internal localisation teams and vendors to monitor the progress of specific projects. He is also responsible for communicating expected quality standards for localisation assets to internal localisation teams and localisation vendors.</p> <p>The work involves a high level of coordination and communication with internal and external stakeholders. He spends most of his time liaising with external vendors as well as internal teams for content localisation.</p> <p>He is expected to be effective at planning and stakeholder management in order to coordinate with all stakeholders involved in the localisation processes and projects.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Plan localisation operations	Key Tasks	
			Support the development of plans for localisation operations	
			Support decision making on outsourcing of localisation processes in specific territories by studying information on potential partners	
	Develop localisation standards	Maintain updated language style guides to ensure highest quality and alignment with in-territory traditions and theatrical expectations		
		Support the teams in the development of the localisation management platform to drive the organisation's localisation efforts		
		Communicate quality of standards to linguists, translators and localisation vendors		
	Execute localisation projects and processes	Identify vendors for outsourcing localisation efforts in specific territories		
		Coordinate with the legal team for the contracting of localisation vendors		
		Coordinate entire project localisation process from quoting and scheduling to delivery		
		Prepare project files and assets to be assigned internally or outsourced to vendors		
		Maintain the localisation management platform translation database		
		Maintain project documentation, file versions, source files and storage		
	Evaluate localisation processes	Track key tactical and high level metrics to evaluate and report localisation performance		
Provide insights into the results of localisation projects and processes and the success of the localised content				
Utilise customer insights and feedback to generate ideas to improve localisation systems, guidelines and processes				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Customer Behaviour Analysis	Level 3	Communication	Basic
	Customisation and Localisation	Level 3	Creative Thinking	Basic
	Research	Level 2	Sense Making	Basic
			Service Orientation	Basic
			Problem Solving	Basic
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.