

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - MANAGER - 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	Manager - Localisation	
Job Role Description	<p>The Manager - Localisation enables the organisation's content to reach a wider audience by managing the localisation of content to language, cultural context and theatrical expectations of various territories. This may include re-creating content or making minor modifications to cater to local flavours and preferences. He/She sets quality standards for localised assets and manages the internal localisation efforts as well as outsourced localisation processes with external vendors.</p> <p>The work involves managing multiple internal and external projects involving several stakeholders. He is required to participate in discussions with content as well as distribution teams to align localisation efforts with content expectations.</p> <p>He should be an effective planner and project manager to be able to deliver effectively within given resource constraints. He ought to be proficient in stakeholder management as well as workflow management in order to manage localisation projects and processes.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Plan localisation operations	Develop plans to ensure high quality content for new territories and foreign languages while delivering against creative expectations
		Develop the localisation plan for specific territories and content by collaborating with the relevant teams involved in localisation operations
		Evaluate in-house efforts versus outsourcing content for specific territories and determine the best option
		Define tactical and strategic metrics to evaluate localisation performance across territories
	Develop localisation standards	Develop best practice guides for content and brand translation as well as the organisation's localisation policy
		Define quality standards for all secondary language assets including subtitles, dub audio, captioning, audio description and forced narratives
		Develop the localisation management platform to plan and organise the localisation process workflow for both internal and external localisation processes and projects
		Design a scalable approach for communicating quality standards to in-house localisation professionals and localisation vendors across territories
	Execute localisation projects and processes	Approve vendor selection for localisation based on track record and commercial considerations
		Negotiate commercial and technical terms and conditions for outsourcing selected localisation processes with selected vendors
		Allocate responsibilities to internal subtitlers, translators and linguists
		Prioritise contingent localisation requirements and allocate responsibilities internally or to the vendor
		Develop templates and storage norms for localisation project documentation
		Provide creative guidance to the internal content localisation team and localisation vendors to ensure consistency of content themes such as humour and characters
		Oversee the project management of outsourced localisation processes
	Evaluate localisation processes	Review key tactical and high-level metrics to identify and diagnose trends, patterns and problems around the localisation quality of shows, partners, vendors and translators
		Review performance of localised content to determine the best option regarding localisation vendors as well as inform leadership to take content-related decisions
		Address gaps in the cross-functional localisation processes
		Improve the quality of language assets by utilising automation and technology
Manage teams and/or departments	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)	
	Customer Behaviour Analysis	Level 4	Decision Making	Intermediate
Customisation and Localisation	Level 4	Communication	Intermediate	
Research	Level 3	Problem Solving	Intermediate	
		Developing People	Basic	
		Leadership	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.