

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - HEAD - CONTENT ACQUISITION		
Sector	Media	
Sub-sector	Film and Video, TV and Broadcast	
Track	Media Business Management	
Sub-track	Acquisition	
Occupation	Content Acquisition Professional	
Job Role	Head - Content Acquisition	
Job Role Description	<p>The Head - Content Acquisition drives the organisation's content acquisition strategy by developing and implementing plans to acquire content which is aligned to the creative vision of the organisation. He/She leads the development of the content acquisition strategy in accordance with the overall content strategy for the organisation. He also oversees the execution of content acquisition plans by leading negotiations for acquiring content.</p> <p>The work involves providing creative and business leadership to his team and liaising with several internal and external stakeholders. He spends his time in planning as well as meetings to acquire content. He may also be required to travel as part of his work.</p> <p>He is an expert in industry trends with proficiency in business acumen. He should be comfortable with numbers and analysis. He is an able communicator and planner. He ought to be proficient in decision making and stakeholder management.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop content strategy	Develop the content acquisition strategy in alignment with the overall content strategy
		Identify areas of focus for content acquisition in terms of genres and/or segments and platforms
		Implement content guidelines in content acquisition operations
	Source content for acquisition	Develop content acquisition plans in alignment with the organisation's overall content strategy and guidelines
		Develop plans for stock fulfilment to maximise utilisation of airtime by collaborating with content teams
		Review the performance of previously acquired content across platforms and genres to inform acquisition decisions
		Approve content selection for the purpose of acquisition based on organisation's content priorities and creative and commercial consideration
		Drive operational changes to streamline content acquisition activities
		Make final decisions pertaining to content sourcing issues and strategies based on research and analytics
	Execute content acquisition operations	Lead content licensing negotiations including areas such as content selection, risk management, financial analysis, forecasting and technical requirements
		Review and approve content for the purpose of licensing from creative and commercial perspectives
		Drive the finalisation of contracts and license agreements with the production houses
		Review analysis and valuation of new deals to facilitate decision making
		Approve prioritisation of specific content for acquisition based on content and stock fulfilment requirements
		Review exceptions to content acquisition and budgetary guidelines
		Oversee effective execution of accounts payables to minimise tax and fines liability from late payments
		Oversee creation and maintenance of effective rights management systems and databases
		Track performance of acquired content using defined metrics
	Build industry relationships and networks	Represent the organisation at industry forums, film festivals and other industry events
Drive identification of key industry stakeholders for building networks and partnerships		
Assist in building networks with industry bodies, content producers and other key industry players		
Drive content monetisation plans	Develop plans to maximise the utilisation of acquired content by collaborating with content teams	
	Contribute inputs to content pricing decisions from acquisition perspective	
	Develop plans to market newly licensed content by collaborating with other departments and/or stakeholders	

	Manage teams and/or departments	Define common goals, direction and accountability among staff		
		Define staff development strategies by coaching, mentoring and engaging in career discussions		
		Define effective performance management practices within department in accordance with organisational 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	Decision Making	Intermediate
	Content Acquisition Management	Level 5	Leadership	Intermediate
	Content Strategy	Level 5	Communication	Advanced
	Contract and Vendor Management	Level 4	Resource Management	Intermediate
	Customer Behaviour Analysis	Level 4	Developing People	Intermediate
	Innovation Management	Level 4		
	Project Management	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.