

SKILLS FRAMEWORK FOR MEDIA				
SKILLS MAP - MANAGER - ANALYTICS AND CUSTOMER INSIGHTS				
Sector	Media			
Sub-sector	Games, Film and Video, TV and Broadcast			
Track	Media Business Management			
Sub-track	Analytics and Customer Insights			
Occupation	Data Analyst			
Job Role	Manager - Analytics and Customer Insights			
Job Role Description	<p>The Manager - Analytics and Customer Insights is responsible for delivering customer insights across target market segments, platforms and/or genres. He/She also oversees the design and execution of market research projects. He collaborates in the development of analytical, predictive and optimisation models by providing business inputs to teams. He works closely with internal teams to develop goals and key performance indicators (KPIs) across various media channels. He is also responsible for reporting and analysing multi-channel marketing campaigns to determine opportunities to increase effectiveness and maximise return on marketing investment.</p> <p>The work involves providing day-to-day guidance to the analytics and customer insights team as well as coordination with other departments for insight generation and reporting purposes.</p> <p>He should be an expert at building statistical models based on business hypotheses. He should also be comfortable with analytics software and programming languages. He ought to be an effective communicator and creative thinker, with an ability to use data to support evidence-based decision making. He should be proficient at project management and team management. He should also possess close attention to detail.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Develop data analytics strategy	Key Tasks	
			Provide data and technology inputs to the development of the organisation's data strategy	
			Provide inputs on existing customer measurement infrastructure and requirements to meet organisation's research and analytics objectives	
	Plan data analytics operations	Devise solutions to manage legal and regulatory restrictions on the collection and use of market and customer data		
		Develop plans for data analytics and market research projects in alignment with business objectives		
		Identify data sources for data analytics and newer ways to leverage already available data		
		Partner with relevant stakeholders and/or departments to define measurement and analytics requirements for campaigns		
	Execute data analytics operations	Implement data quality control standards and methods		
		Propose budgets for specific key analytics projects		
		Design market research projects in line with research objectives by collaborating with qualitative and quantitative analysis teams		
		Develop business hypotheses by collaborating with various business teams to create analytical models for generating insights from data		
		Develop goals and KPIs for media channels by collaborating with other departments and/or stakeholders		
		Develop analytical models for the testing of business hypotheses and data analysis by collaborating with other teams		
	Manage projects	Analyse findings from research and analytics to generate actionable insights into target customer and market segments		
		Produce analytics reports and data visualisation dashboards to enable business stakeholders to make sense of the data		
Manage project to meet schedules, budget, manpower and technical quality targets				
Manage project discipline to document scope changes, issues and risks that affect implementation				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Negotiation	Level 4	Computational Thinking	Intermediate
	Concept Creation	Level 4	Digital Literacy	Advanced
	Contract and Vendor Management	Level 4	Decision Making	Advanced
	Customer Behaviour Analysis	Level 4	Problem Solving	Advanced
	Data Analytics	Level 4	Resource Management	Advanced
	Data Visualisation	Level 4		
	Market Research	Level 4		
Research	Level 3			

Programme Listing	For a list of Training Programmes available for the Media sector, please visit: www.skillsfuture.sg/skills-framework/Media
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The information contained in this document serves as a guide.