

SKILLS FRAMEWORK FOR MEDIA				
SKILLS MAP - HEAD - 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	Head - Analytics and Customer Insights			
Job Role Description	The Head - Analytics and Customer Insights is responsible for the strategic leadership of all customer and market research and analytics. He/She translates articulated and/or unarticulated business needs and hypotheses into research plans and methods that create business insights. He collaborates with other stakeholders and/or departments to set up the multi-platform customer measurement infrastructure and devises approaches for measuring the effectiveness of content, platforms and campaigns.			
	The work involves providing technical guidance and leadership to the analytics and customer insights team as well as advising insights-based creative and business decision making.			
	He should be an expert at both data and business metrics. He should have strong understanding of the fundamentals in quantitative and qualitative research techniques, algorithms, machine learning, natural language processing and statistical modelling. He ought to be an able communicator to convey insights to business leadership and be comfortable in interpreting statistical results.			
Critical Work Functions and Key Tasks	Critical Work Functions	Develop data analytics strategy	Key Tasks	
			Formulate the data analytics strategy based on the strategic objectives of the organisation and engagement with business stakeholders	
			Advise on the set-up of the multi-platform customer measurement infrastructure	
	Plan data analytics operations	Advise on compliance with legal or regulatory restrictions when collecting market and customer data		
		Translate business needs and hypotheses into research plans		
		Review the organisation's data organisation structures and make enhancements to align to research plans and objectives		
		Establish data quality control and analytics process standards based on best practices		
	Execute data analytics operations	Approve budgets for key analytics projects		
		Analyse large datasets by collaborating with teams in the development and deployment of analytical tools and data science approaches		
		Review the analytical models produced by the team for strength of methodology and accuracy		
		Advise relevant departments and/or stakeholders on methods to enhance sales and marketing strategies based on actionable business insights developed from data analytics		
		Present data and customer insights and recommendations to relevant business stakeholders		
	Manage teams and/or departments	Identify opportunities to automate and scale the data analytics capabilities of the organisation by collaborating with other teams		
		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 company 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 Insights	Level 4	Global Mindset	Intermediate
	Business Negotiation	Level 6	Leadership	Advanced
	Concept Creation	Level 5	Decision Making	Advanced
	Contract and Vendor Management	Level 5	Communication	Advanced
	Customer Behaviour Analysis	Level 5	Developing People	Advanced
	Data Analytics	Level 5		
	Data Visualisation	Level 5		
	Market Research	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.