

SKILLS FRAMEWORK FOR MEDIA		
SKILLS MAP - COMMUNITY DEVELOPMENT EXECUTIVE		
Sector	Media	
Sub-sector	Games, Film and Video, TV and Broadcast	
Track	Media Business Management	
Sub-track	Media Marketing	
Occupation	Community Development Professional	
Job Role	Community Development Executive	
Job Role Description	<p>The Community Development Executive drives meaningful community development and engagement using initiatives that cut across platforms with an emphasis on social media, videos, live streaming and direct interaction. He/She collects and reviews community feedback for content production and development. He provides regular reports on community trends and sentiments. He provides customers with an authentic, trusted point of contact and authority for their concerns and interests and assists the community with solutions wherever possible. He oversees the development and publication of articles, forum posts, patch notes, videos, live streams and other relevant forms of content to engage the community. He has to plan, administer and run initiatives and live events and forums by using traditional and social media.</p> <p>The work involves significant effort in research, analysis, creative ideation as well as customer interaction. He also spends his time in meetings within the team and with the marketing team to align plans and community development ideas.</p> <p>He is comfortable in researching and analysing data, as well as developing creative ideas. He is able to multi-task as he is often involved in multiple assignments and expected to balance priorities. He understands customer sentiment and is adept at interacting with customers.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop marketing strategies and plans	Analyse industry trends, competitor approaches and opportunities to support the development of a community development strategy for the organisation
		Identify the platforms, initiatives, content and messaging suitable for brands or media assets in line with marketing
		Develop community development and engagement plans for specific brands and media assets taking into account the research
		Identify success factors for community development initiatives
	Use research and insights	Provide inputs to the media assets or product developers on customer preferences and expectations
		Review customer activities for brands or media assets across platforms
		Identify key trends and customer feedback based on the feedback on the community forums
		Provide detailed reports on the frequent insights about the brands or media assets by analysing community activities, feedback and sentiment
	Manage community development operations	Advise senior staff on the use of new media
		Plan initiatives targeting specific customer segments for brands and/or media assets including related content, visuals, promotions and other elements
		Coordinate communication with multiple departments for consistent messaging of the product
		Create community-focused media assets including articles, videos, podcasts, live streams, events and promotions
		Coordinate special events for selected customers and fans to create exclusivity
		Support live activities on platforms by actively participating and responding to posts and queries
		Monitor the community performance and customer engagement indicators to calculate return of investment return on investment (ROI)
Identify and escalate situations of potential crisis on social platforms		
Develop network and outreach	Work with other partners and agency to enhance the community development programmes	
	Identify the influencers on social media to recruit them for various marketing initiatives	
	Attend events to identify opportunities of community development	
Manage crisis	Manage and escalate crisis situation in accordance with appropriate guidelines, including escalation if required	
	Track event developments and social media reactions during crisis situations	
	Deploy crisis management messaging to manage crisis situations in accordance with established guidelines	

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Brand Management	Level 3	Digital Literacy	Basic
	Business Negotiation	Level 4	Computational Thinking	Basic
	Community Development	Level 3	Teamwork	Basic
	Content Marketing Strategy	Level 3	Communication	Basic
	Contract and Vendor Management	Level 3	Interpersonal Skills	Basic
	Customer Experience Management	Level 2		
	Market Intelligence	Level 3		
	Research	Level 2		
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.