

SKILLS FRAMEWORK FOR MEDIA		
SKILLS MAP - COMMUNITY DEVELOPMENT SPECIALIST		
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 Specialist	
Job Role Description	<p>The Community Development Specialist acts as a bridge between a brand or media asset and its desired community or target customer. He/She acts as the brand ambassador, engaging with potential customers while reinforcing relationships with existing ones. He creates community development and engagement plans, as well as content plans. He gauges sentiment from target customers of the brand or asset using social listening tools to monitor feedback and engagement. He builds customer loyalty by establishing and developing customer engagement using the development of forums, social media and other communication platforms. He also ensures that content is coordinated and aligned across all languages and platforms, communication of new content asset features across all channels and and implementation of promotions, including brand activation in order to create buzz. He manages contentious issues, public relations, media relationships and deals with enquiries across traditional and digital platforms.</p> <p>The work involves interpreting customer insights, planning community messaging and engaging the community. He has to be responsive in taking decisions regarding community engagement. He may be expected to travel as part of larger integrated marketing and community development campaigns.</p> <p>He is an expert at social listening, community building and engagement. He is comfortable in interpreting analytical insights to make decisions, and is expected to be an effective planner, who engages with stakeholders to influence others with his ideas and plans.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop marketing strategies and plans	Review customer insights and preferences to develop the community strategies for various brands and media assets
		Recommend the type of platforms, initiatives, content and messaging aligned with the marketing strategy
		Identify the relevant target customers for the various brands and/or media assets
		Adopt new approaches to community development and engagement to enhance customer experience
		Identify social media benchmarking tools that can be used to track performance of community development operations and specific campaigns
		Develop key performance indicators for the community development and engagement initiatives
	Use research and insights	Develop an understanding of reporting metrics to improve and strengthen community management activities and social content development
		Review customer activity within the community forums and benchmark them against competitor forums to understand the industry landscape
		Oversee the qualitative analysis on customer feedback within the community
		Identify the changes that may be required to improve performance of certain community platforms
	Manage community development operations	Advise senior staff on the use of new media
		Review customer insights and preferences to develop detailed community development and engagement plans
		Propose changes and use of innovative approaches and new media to enhance engagement and participation
		Oversee the development of calendar of initiatives and content calendar to implement community strategies
		Grow penetration into key platforms and media segments by collaborating with the marketing team
		Oversee the community development budgets and achievement of key performance indicators (KPIs) as per the plan and strategy
	Develop network and outreach	Build partnerships with traditional and online players to develop initiatives that enhance community development and engagement
		Channel traffic to the community platforms to enhance community development and engagement
		Understand the principles and variety of online outreach, social media and influencer programs
Identify innovative programmes to drive higher customer retention, loyalty and experience		
Drive the organisation's sponsorship strategy for seminars and conferences on relevant industry topics		
Coordinate with content creation and other agencies to improve outreach initiative design and outcomes		
Manage crisis	Define community guidelines, protocols and escalation matrices for managing crises	
	Analyse a crisis situation and identify ways to manage the crisis with the use of new media channels	
	Drive crisis management messaging using appropriate channels to minimise any worsening of the organisation's brand reputation	

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Brand Management	Level 4	Service Orientation	Basic
	Business Negotiation	Level 5	Communication	Intermediate
	Community Development	Level 4	Problem Solving	Advanced
	Content Marketing Strategy	Level 4	Creative Thinking	Intermediate
	Contract and Vendor Management	Level 4	Digital Literacy	Intermediate
	Customer Experience Management	Level 3		
	Integrated Marketing	Level 3		
	Market Intelligence	Level 4		
	Marketing Strategy	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			

The information contained in this document serves as a guide.