

**SKILLS FRAMEWORK FOR MEDIA  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Content Strategy and Planning					
<b>TSC Title</b>	Content Commissioning					
<b>TSC Description</b>	Commission content producers to develop content for the organisation and oversee commissioned projects in order to meet the creative and commercial objectives of the organisation					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
			<b>MED-MPN-3009-1.1</b>	<b>MED-MPN-4009-1.1</b>	<b>MED-MPN-5009-1.1</b>	
			Coordinate the content commissioning process by monitoring content production and ensuring adherence to commissioning contracts	Facilitate the development of the organisation's content commissioning strategy by recommending suitable content for commissioning and monetisation and devising the organisation's content commissioning process	Drive the organisation's content strategy by identifying strategic content commissioning opportunities, understanding trends and building networks with the ecosystem of content producers	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Types of content genres</li> <li>Organisation's content commissioning process</li> <li>Roles and responsibilities of various stakeholders during content commissioning process</li> <li>Ethical considerations for the development of media content</li> <li>Techniques to evaluate content ideas and performance</li> <li>Content production processes</li> <li>Project management techniques</li> <li>Budget management techniques</li> </ul>	<ul style="list-style-type: none"> <li>Structures and models for content commissioning</li> <li>Organisation's creative vision and editorial guidelines</li> <li>Ecosystem of content producers in the local markets</li> <li>Market trends and customers' content consumption patterns</li> <li>Copyright and intellectual property (IP) laws</li> <li>Types of content commissioning funding schemes in the market</li> </ul>	<ul style="list-style-type: none"> <li>Structures and models for content commissioning</li> <li>Industry economics</li> <li>Competitors' organisational and commissioning strategies</li> <li>Principles, theories and regulations related to content rights management</li> <li>Developments in intellectual property used in the media industry</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Prepare content briefing documents to share with prospective content producers</li> <li>Assist in screening ideas and pitches to determine</li> </ul>	<ul style="list-style-type: none"> <li>Define the organisations' content commissioning process in line with the commercial objectives, editorial guidelines and relevant regulations</li> </ul>	<ul style="list-style-type: none"> <li>Drive the creation of content pipeline through targeted and innovative content commissioning strategies</li> </ul>	

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			<p>the suitability of proposed content against the overall brand position of the organisation</p> <ul style="list-style-type: none"> <li>• Assist in evaluating content ideas to determine their resonance with target market segments</li> <li>• Monitor the production of content to ensure it meets timelines and budgets</li> <li>• Perform checks on the technical specifications of the content and alignment with the organisation's editorial guidelines</li> <li>• Collaborate with content producers to create project timelines that meet requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Review content portfolio to determine gaps in how the organisation meets customers' needs and preferences</li> <li>• Leverage on relationships with content providers to identify opportunities to commission content that aligns with content strategies</li> <li>• Build networks with the ecosystem of content providers in the local and international markets to create potential opportunities for content commissioning</li> <li>• Evaluate pitches performed by in-house and external content producers to select content that fits with organisation's brand positioning</li> <li>• Allocate financial resources to determine budgets for the creation and development of content</li> <li>• Leverage on content commissioning funding schemes to measure cost of production</li> <li>• Measure the return on investment of developing content to determine the feasibility of investing in the production</li> </ul>	<ul style="list-style-type: none"> <li>• Define strategic areas for content pipeline expansion through extensive knowledge of market trends, customer preferences and technological evolution</li> <li>• Initiate strategies to ensure the commissioned content is tailored to the customers' preferences and creative vision of the organisation</li> <li>• Lead high-stakes negotiations with content providers to structure agreements that serve the long-term commercial objectives of the organisation</li> </ul>	
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