

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

TSC Category	Content Strategy and Planning					
TSC Title	Content Strategy					
TSC Description	Design, develop and implement the organisation's overall content strategy by considering critical industry trends, customer segments and their preferences					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				MED-MPN-4010-1.1	MED-MPN-5010-1.1	MED-MPN-6010-1.1
				Review content ideas and develop recommendations based on the creative direction, editorial guidelines and monetisation potential	Lead strategic reviews of the content portfolios and pipelines to identify opportunities for greater commercial success of the organisation	Transform the organisation's market position by defining the overall creative direction and content strategy
Knowledge				<ul style="list-style-type: none"> Content related regulations in the market Branding guidelines of the organisation Key customer segments and their content preferences Content monetisation strategies 	<ul style="list-style-type: none"> Competitors' organisational and content strategies Creative vision of the organisation Ecosystem of content providers in the local and international markets Content distribution strategies Content monetisation strategies 	<ul style="list-style-type: none"> Competitors' organisational and content strategies Creative vision of the organisation Market trends, customer preferences and technology changes Content distribution and monetisation techniques

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<p>Abilities</p>				<ul style="list-style-type: none"> • Identify content ideas from the perspective of their potential appeal to target markets and customer segments • Review content ideas against the content regulations in the local market • Conduct analysis to assess the monetisation potential of the content • Develop recommendations for finalising content ideas from the perspective of the creative vision, editorial guidelines and commercial objectives of the organisation 	<ul style="list-style-type: none"> • Lead review of content portfolios and pipelines to identify gaps and opportunities • Evaluate content ideas based on their potential appeal to target markets and customer segments • Determine platforms and channels through which content should be distributed 	<ul style="list-style-type: none"> • Strategise business plans to determine creative direction of the organisation and the types of content that will create high value outcomes for the organisation • Transform the content pipeline of the organisation through targeted and innovative content conceptualisation, content production, content acquisition and content commissioning strategies • Identify strategic areas for content pipeline expansion through deep knowledge of market trends, customer preferences and technological evolution • Transform content distribution through identifying innovative ways to distribute and monetise content
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