

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

TSC Category	Media Technology and Operations					
TSC Title	Media Data Management					
TSC Description	Design, implement and operate digital systems for managing the access to the organisation's content, including intellectual property and licensed content					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		<Insert TSC Code>	<Insert TSC Code>	<Insert TSC Code>		
		Utilise Media Data Management (MDM) systems to access content for the purpose of modification, distribution or transmission to meet the organisation's requirements	Execute Media Data Management (MDM) operations and manage the usage and maintenance of MDM systems	Develop Media Data Management (MDM) systems to meet the organisation's content management requirements		
Knowledge		<ul style="list-style-type: none"> Features and functionalities of organisation's MDM systems Steps to access, retrieve, modify and store content in the MDM systems Organisation's metadata taxonomy for media assets Version control methods, conventions and guidelines 	<ul style="list-style-type: none"> Features and functionalities of organisation's MDM systems End user applications of MDM systems Organisation's metadata taxonomy for media assets Principles of MDM and access control Organisation's cybersecurity and network security guidelines Version control methods, conventions and guidelines 	<ul style="list-style-type: none"> Industry standards in MDM systems Organisation's MDM and related infrastructure requirements Design and implementation of MDM systems Best practices in MDM Best practices in network security and cybersecurity specification and norms 		
Abilities		<ul style="list-style-type: none"> Access content through secure MDM systems Retrieve content from MDM systems for the purpose of playout, distribution or modification based on specific requirements 	<ul style="list-style-type: none"> Facilitate the set-up of user access for MDM systems Train end users of MDM systems in accessing, retrieving, modifying and naming content as per MDM conventions and guidelines 	<ul style="list-style-type: none"> Review the organisation's content requirements to understand the scope and requirements of MDM systems Define the features and functionalities of MDM systems 		

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		<ul style="list-style-type: none"> • Modify content files in adherence to house formats and technical content specifications • Support version control of content through using established conventions and guidelines • Refine metadata tags based on content knowledge to enhance ease of access and search in MDM systems 	<ul style="list-style-type: none"> • Respond to user queries pertaining to MDM systems and content retrieval • Liaise with Information Technology (IT) teams for the resolution of technical issues in content retrieval and access for MDM systems • Perform asset lifecycle management and maintenance activities including removal or archival of content on expiration • Oversee the maintenance of MDM systems by IT teams to ensure smooth functioning and minimal downtime • Generate usage and performance reports for analysis of performance of MDM systems 	<ul style="list-style-type: none"> • Define the network security, access control and cybersecurity requirements for MDM systems • Oversee the development of MDM systems through internal development or acquiring MDM systems from external vendors • Liaise with external vendors to acquire physical or virtual storage for hosting • Drive the implementation MDM systems to meet the organisation's requirements for managing access to content • Establish performance metrics to evaluate the performance of MDM systems • Drive improvements in MDM systems to enhance performance 		
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