

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

TSC Category	Sales and Distribution					
TSC Title	Partnership Management					
TSC Description	Build cooperative partnerships with inter-organisational and external stakeholders and leverage these relations to meet organisational objectives. This includes coordinating and strategising with internal and external stakeholders through close cooperation and exchange of information to solve problems					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				MED-CFC-4017-1.1	MED-CFC-5017-1.1	MED-CFC-6017-1.1
				Propose strategic initiatives with other organisations based on identification of mutual benefits and analyse their impact	Evaluate and drive inter-organisational initiatives and negotiate strategic information exchange with key partners	Inspire direction and define key imperatives for inter-organisational partnerships, leading negotiations with senior leaders and on an international scale
Knowledge				<ul style="list-style-type: none"> • Cost-benefit analysis of external partnerships • Return on Investment (ROI) calculation and assessment for external partnerships and engagements 	<ul style="list-style-type: none"> • Strategic partnership management • Negotiation techniques 	<ul style="list-style-type: none"> • Strategic networking techniques • Inter-organisational strategy and relationship management
Abilities				<ul style="list-style-type: none"> • Propose potential strategic initiatives, programmes and projects with other organisations • Identify common issues as well as mutual benefits and potential gains of collaborating with other organisations • Establish communication channels with inter-organisational stakeholders, to coordinate, address needs, queries or concerns and facilitate consensus-building • Analyse strategic impact or outcomes of external partnerships to 	<ul style="list-style-type: none"> • Manage inter-organisational initiatives, programmes and projects • Evaluate potential organisations and assess the costs and benefits of a shared partnership • Recommend potential organisations with shared or complementary objectives which allow for mutual benefits of a shared partnership • Negotiate the strategic exchange of information with key partners or stakeholders • Co-create a robust inter-organisational strategy 	<ul style="list-style-type: none"> • Inspire direction for inter-organisational partnerships and culture of collaboration • Define key imperatives of partnerships with external organisations and stakeholders for mutual benefits • Leverage broad and deep networks and relations to establish cooperative and strategic partnerships and meet organisational objectives • Lead negotiations for key partnership agreements • Lead communications with top management or senior leaders from other

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				determine effectiveness of partnerships	to effectively address common issues faced <ul style="list-style-type: none"> Evaluate effectiveness of partnerships and identify room for enhancement 	organisations on an international scale <ul style="list-style-type: none"> Define a robust inter-organisational strategy in consultation with partners and organisation representatives
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