



# Skills Framework for Media

A Guide to Occupations and Skills

An initiative of

**SKILLS**future

In support of

**SG:D**  
EMPOWERING POSSIBILITIES

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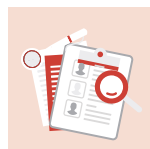
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# About the Skills Framework

The Skills Framework is a SkillsFuture initiative developed for the Singapore workforce to promote skills mastery and lifelong learning. Jointly developed by SkillsFuture Singapore (SSG), Workforce Singapore (WSG) and Infocomm Media Development Authority (IMDA), together with employers, industry associations, education and training providers, the Skills Framework for Media provides useful information on:



**With the Skills Framework, individuals are equipped to make informed decisions about career choices, as well as take responsibility for skills upgrading and career planning.**



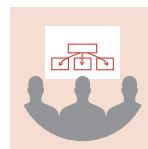
Assess Career Interests

- Discover employment opportunities
- Understand career pathways
- Recognise personal attributes required



Prepare for Desired Jobs

- Understand skills and competencies required



Find Avenues to Close Skills Gap

- Identify relevant training programmes to equip oneself with the required skills and competencies
- Participate in on-the-job training opportunities provided by companies



Renew, Upgrade and Deepen Skills

- Plan for career development/transition
- Recognise skills and competencies required for the intended job role
- Identify training programmes to upgrade and deepen skills



## Media Landscape

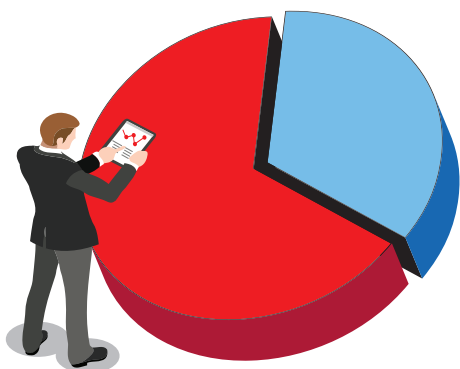
Singapore's media industry, spanning broadcast, film and video, games and publishing, is as vibrant as ever and supported by a strong creative talent pool. Our local media talents were behind the production of world-regarded films such as *Crazy Rich Asians* and the web-series *No Sweat* on YouTube channel *Clicknetwork*. Disney's new mobile game *Disney Epic Quest* was developed and published by Singapore's game developer goGame; and we saw Singaporean producer, Low Ser En's *Poles Apart* winning the British Academy of Film & Television Arts (BAFTA) Award for Best British Short Animation in 2018.

As traditional and new media players consolidate, scale, converge, innovate and experiment with new monetisation models and formats, so too are the expectations on media professionals. Media professionals need to adapt and equip themselves with skills to stay agile and relevant amid shifts in global media markets and changing media ecosystems.

Demand for media professionals in sectors such as advertising and retail are on the rise as direct business-to-consumer online engagement intensifies. Media job roles such as, content marketing, social media specialist, digital writer and digital content producer are much sought after by non-media companies as well as the public sector. The roles require expertise in search engine optimisation (SEO), web traffic metrics and content optimisation across social media platforms. This augurs well for both media professionals and freelancers as they can find more job opportunities beyond the media sector.

# Key Statistics

Nominal value-add for the media sector<sup>1</sup> grew at compounded annual growth rate (CAGR) of **2.39%** from **2011** to **2016**, with the Games sub-sector growing the fastest at CAGR of **38%**



**20,700** media professionals employed across the economy in **2017**, with **34%** in media sector, **66%** in non-media sectors

Industry sentiment on the demand for media professionals is projected to grow by **7,300** over the next **3** years (from **2018** to **2020**)



<sup>1</sup>Media sector here refers to the following sub-sectors: Games, Broadcast, Film & Video and Publishing

**Sources:**

1. Department of Statistics and Economic Development Board

2. Annual Survey on Infocomm Media Manpower 2017, Infocomm Media Development Authority

# Media Trends and Skills in Demand

The global media landscape continues to experience a profound shift in tandem with technological advancements and ever-changing audience behaviour. Similar shifts are seen in the scope of media job roles. Creative, technical and business roles are being merged into hybrid roles. For example, directors with camera/production/distribution skills are common in local projects while reporters/correspondents are expected to multi-task when on location, capturing not just information but also the video footage to accompany the news.

Use of machine learning algorithms and artificial intelligence are allowing customer insights to be analysed more quickly and accurately. The data gathered allows business owners and content distributors to make smart business decisions on producing and curating content that appeals to target audiences. The engagement of consumers and audiences are also brought to a new level with immersive content. Augmented Reality or Virtual Reality promises to unlock a new dimension for story-telling, learning and user engagement as it offers a bridge between the physical world and digital experiences. Demand for innovative media professionals with technical skills in data analytics and user interface and user experience are expected to grow.

Current Trends	Examples of skills
Content creators going for direct consumer-facing distribution	<ul style="list-style-type: none"><li>• Application Development</li><li>• Network Configuration</li><li>• Network Administration and Maintenance</li><li>• Content Delivery Network Operations</li></ul>
Changing consumer behavior - Increasing multi-device usage and mobile media consumption	<ul style="list-style-type: none"><li>• User Experience/Interface Design</li><li>• Customer Experience Management</li><li>• Game User Interface (UI) Development</li><li>• Writing for online</li></ul>
Pervasive use of digital marketing tools	<ul style="list-style-type: none"><li>• Social Media Analytics</li><li>• Online Content Creation and Management</li><li>• Community Development</li></ul>
Technologies such as Immersive Media, Animation engines (Unity, Unreal) being used in film making, storytelling, eSports, etc.	<ul style="list-style-type: none"><li>• Immersive Design</li><li>• Narrative Design</li><li>• 360° Camera Operations</li><li>• Immersive Video Editing</li></ul>

# Desired Attributes

Media professionals require the following attributes:

## DESIRED ATTRIBUTES



### **Analytical**

Thinks through issues in a logical and critical manner



### **Communication**

Articulates ideas and concepts effectively



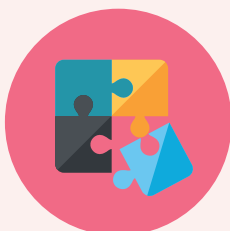
### **Creative**

Comes up with creative solutions, ideas and able to think out-of-the-box in a fast-paced environment



### **Decisive**

Able to select the appropriate option quickly among alternatives



### **Resourceful**

Manages resources efficiently and effectively



### **Teamwork**

Works well with others to achieve common objectives

# Take Your Career Further

A skilled workforce is essential in sustaining Singapore's global competitiveness as a leading media hub. There is a wide range of initiatives and schemes available to both individuals and employers to promote skills acquisition and upgrading.



## FOR INDIVIDUALS

### Education and Career Guidance

Education and Career Guidance (ECG) is about equipping students, as well as adults, with the necessary knowledge, skills and values to make informed education and career decisions. With the help of trained ECG counsellors, students will be exposed to a wide range of education and career options, and given the opportunities to make informed post-secondary education choices. Singaporeans in the workforce can benefit from career coaching, employability skills workshops, networking sessions through the Workforce Singapore (WSG) Career Centres and the Employment and Employability Institute (e2i).

### Enhanced Internships

The Enhanced Internships are designed to provide students with a more meaningful internship experience through more structured learning and support at the workplace. Participating companies will work closely with the Institute of Technical Education (ITE) and polytechnics to deliver a positive and meaningful internship experience for their interns.

### SkillsFuture Credit

Credit of \$500 for all Singapore Citizens aged 25 and above to defray costs for a wide range of skills-related courses to encourage skills development and lifelong learning.

### SkillsFuture Earn and Learn Programme

A work-learn programme designed to give fresh graduates from the Institute of Technical Education (ITE) and polytechnics a headstart in careers related to their discipline of study. Suitable candidates will be matched with a job related to their field of study, and undergo structured on-the-job training and mentorship in participating companies. They can also gain industry experience and attain an industry-recognised certification concurrently.

### SkillsFuture Fellowships

Monetary award of \$10,000 to recognise Singapore Citizens with deep skills, who are champions of lifelong learning, and committed to contributing to the skills development of others.

### SkillsFuture Mid-Career Enhanced Subsidy

Singaporeans aged 40 and above will receive higher subsidies of up to 90% of course fees for over 8,000 SSG-supported courses and at least 90% of programme cost for Ministry of Education-subsidised full-time and part-time courses.

### SkillsFuture Qualification Award

This award encourages Singapore Citizens to attain full Workforce Skills Qualifications, which equip them with comprehensive and robust sets of skills to perform their jobs competently, pursue career progression and explore new job opportunities.

# Take Your Career Further



## FOR INDIVIDUALS

### SkillsFuture Series

Targeted at Singaporeans who are keen to either gain a basic understanding or deepen their skills in eight emerging areas\*, the SkillsFuture Series comprises training programmes across three proficiency levels, namely Basic, Intermediate and Advanced. Adult learners of different skills proficiency and industry background can therefore benefit from the SkillsFuture Series. Individuals will receive 70-90% course fee subsidy depending on eligibility.

\*Eight emerging areas are: Data Analytics, Cybersecurity, Advanced Manufacturing, Urban Solutions, Finance, Tech-enabled Services, Digital Media and Entrepreneurship

### Young Talent Programme

Students from ITE, polytechnics, and universities can embark on overseas internships to take on work and study programmes that will prepare them for international assignments in their future careers.

### SkillsFuture Study Awards for the Media Sector

The SkillsFuture Study Awards for the Media Sector is administered by IMDA for early and mid-career media professionals. A monetary award of \$5,000 enables individuals to further develop and deepen their skill-sets and competencies to better meet new challenges and developments in the media industry.

### Overseas Participation Grant

The Overseas Participation Grant supports media professionals who have been selected for international programmes/platforms that are designed to develop their skills and projects, and build up their international connections and perspectives.

### Singapore: Digital Scholarships

If you have a passion for Infocomm Media and want to take an active role in influencing how technology and/or storytelling can help shape lives, you are invited to apply for the SG:Digital Scholarship that supports ICM-related studies at the following levels:

- Polytechnic
- Undergraduate
- Postgraduate (Masters & PhD)

### Short Film Grant

The Short Film Grant supports the development and production of short films that are digitally made and distributed, to encourage budding filmmakers to hone their skills and get a head-start in embarking on their feature film careers.

### Story Lab

An initiative to bring together talents from different backgrounds to incubate story ideas and explore innovative ways to tell stories across various media platforms from films, to online to games.

#### Initiatives and Schemes by:

 SkillsFuture Singapore

 Workforce Singapore

 IMDA

# Take Your Career Further



## FOR INDIVIDUALS AND EMPLOYERS

### MySkillsFuture

MySkillsFuture is a one-stop online portal that enables Singaporeans to chart their own career and lifelong learning pathways, through access to industry information and tools to search for training programmes to broaden and deepen skills. It incorporates the national Jobs Bank, presenting an integrated platform for users to access resources related to jobs, education and skills training.

### SkillsFuture for Digital Workplace

This national initiative aims to equip Singaporeans with the mindset and basic foundational digital skills to prepare for the digital economy.

#### Individuals

Understand emerging technologies and how they impact work, interpret and use data, and adopt a positive mindset for change, innovation and resilience.

#### Employers

Equip staff with the right mindset and skills to welcome technological changes to the workplace, and to take advantage of new opportunities in the digital economy.

### P-Max

Professionals, Managers, Executives and Technicians (PMETs) can be matched to suitable positions in SMEs and undergo training to help them adapt to the new SME work environment.

### Career Matching Services

Individuals can access a wide range of career advisory services and resources at WSG's Careers Connect and NTUC's e2i career centres. These include professional guidance from certified Career Coaches as well as career events and workshops.

### Career Support Programme (CSP)

Individuals who have been unemployed for six months or more or are at least 40 years old and made redundant, can apply to the Career Support Programme for salary support in jobs that pay a gross monthly salary of at least \$4,000 (\$3,600 for SMEs).

### Career Trial

Individuals can undertake short-term work stints in positions paying \$1,500 or more in various sectors before deciding to take up careers in those sectors. Eligible jobseekers can also receive retention incentives of up to \$1,500.

#### Initiatives and Schemes by:

 SkillsFuture Singapore

 Workforce Singapore

 IMDA

# Take Your Career Further



## FOR INDIVIDUALS AND EMPLOYERS

### **MyCareersFuture.sg**

Individuals can make use of MyCareersFuture.sg to find jobs that better match their skills, and look for jobs that do not require any prior work experience by tapping on WSG's Adapt and Grow initiative through the portal.

### **Professional Conversion Programme (PCP) for Media**

PMETs can undergo skills conversion training to help them move into new occupations or sectors with good prospects.

### **Talent Assistance**

Talent Assistance Specialised Training Grant (T-Assist) provides course fee subsidies for eligible fresh media graduates, media professionals across all sectors of the economy and media freelancers to polish their craft in areas such as scriptwriting, game design, virtual reality and digital marketing.

#### **Initiatives and Schemes by:**



SkillsFuture Singapore



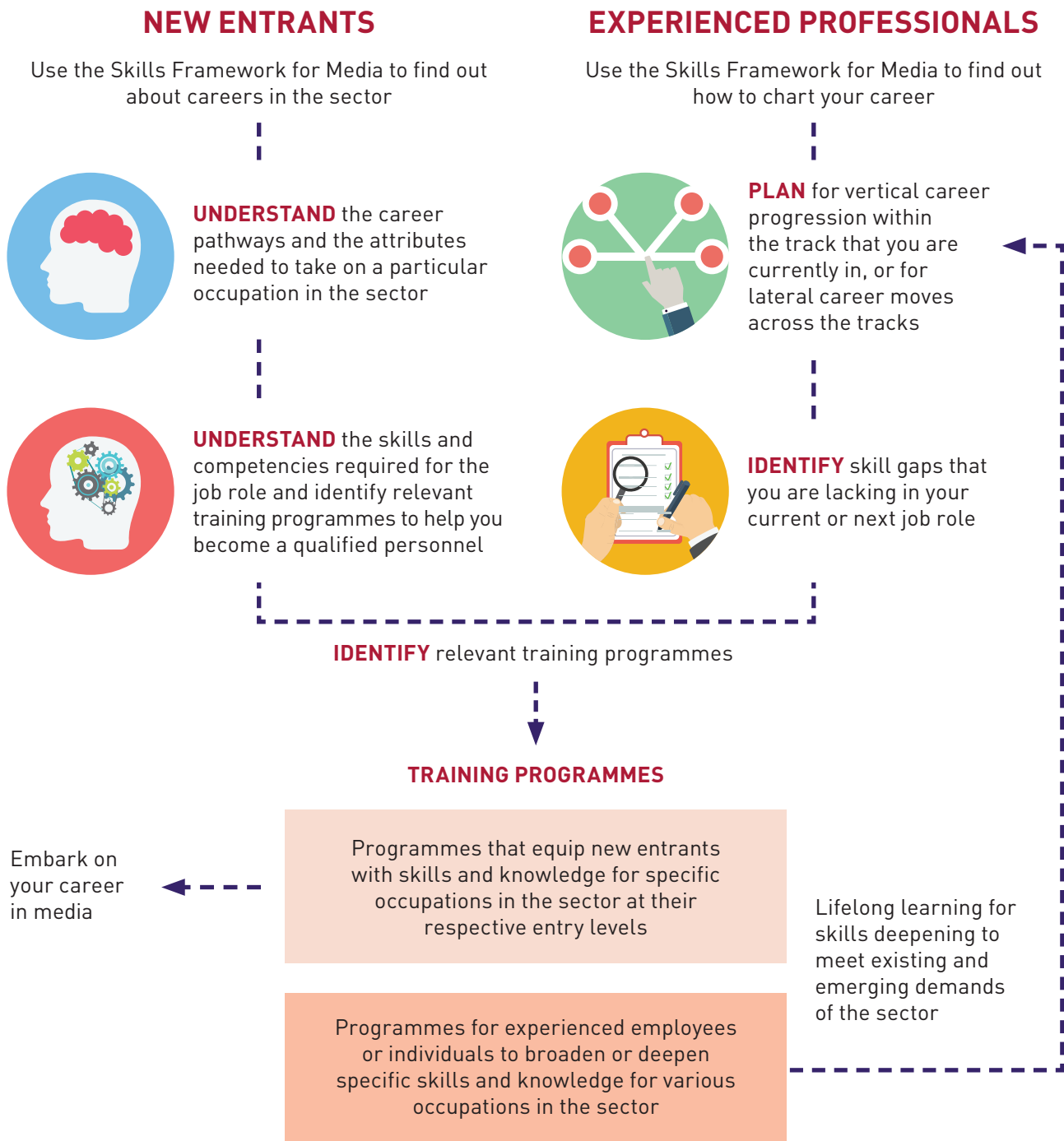
Workforce Singapore



IMDA

# Realise Your Potential - Take the Next Step Forward

Now that you have some idea of what a career in the media sector can offer and the available government initiatives and schemes to support your career goals, you are ready to take the next step!



For a list of training programmes available for the media, please visit:  
[skillsfuture.sg/skills-framework/media](https://skillsfuture.sg/skills-framework/media)

# Media Career Tracks and Skills Map

## Game Production

Page 19 - 22

Manages the end-to-end game development lifecycle from the initial concept phase to publishing of the game. Develops a project plan and manages all phases of game development such as concept development, budget development, development operations and marketing strategy of products to achieve the vision of product and defined milestones. Liaises with various stakeholders to ensure game development operations run smoothly and the monetisation of the game is effective.



## Game Design

Page 23 - 30

Creates the overall vision of the game including gameplay, visual style, story, audio assets, cinematics and user experience. Establishes the overall game concept, identifies technical requirements, creates concept visuals and implements interface elements, including game rules. Designs and balances gameplay and mechanics and infrastructure for game products. Stipulates game rules and prepares relevant documentation.



## Game Technical Development

Page 31 - 40

Drives the technical development of games to ensure that the overall vision of the game is realised. Establishes the integration and interaction of technical and creative aspects of the games. Develops core game features and functionalities in the form of game engines as a platform to enable game development. Develops tools and programs to integrate art and sound assets in the game and aid other production workflows. Implements gameplay and user interfaces through writing code. Develops programs to enable networked gameplay over local and online servers.



## Quality Assurance

Page 41 - 44

Defines quality assurance standards for games. Tests gameplay to provide feedback on playability, functionality, entertainment value and user experience. Performs analysis of gameplay testing to ensure game design objectives and end user expectations are met. Reports issues and collaborates with programmers and designers to remove errors and make enhancements.



## Content Production and Management

Page 45 - 70

Drives the production of media content by leading the creative, commercial and operational aspects of the production process. Involved in all aspects of content production which include pre-production and post-production. Drives the overall strategy and operations for funding, sponsorships, monetisation, project management, production operations as well as direction to ensure the creative, commercial and operational requirements are met. Oversees story and script development for content, coordination of entire production process and direction of the production cast and crew to deliver the creative vision.

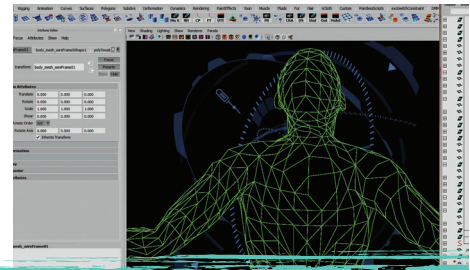


# Media Career Tracks and Skills Map

## Visual Graphics

Page 71 - 82

Conceives, designs and develops visual graphics including 2D art, 3D art, animation and visual effects to meet the creative requirements of the content for animation films, live-action films as well as games.



## Production Technical Services

Page 83 - 104

Executes technical and operational aspects required for production including art direction, set design, camera, grip, lighting and sound to ensure all production elements are working in conjunction in the final content vision. Sets up and dismantles technical equipment and set constructs needed for the production. Operates technical equipment during production and maintains technical equipment after usage to ensure equipment is always in working condition for next production.



## Content Post-production

Page 105 - 112

Edits recorded audio and video content to deliver coherent and cohesive final content to meet the creative and technical requirements of production.



## Media Technology and Operations

Page 113 - 126

Plans, manages and executes operations to deliver the organisation's content to the customers over linear and on-demand media platforms. Designs, implements and operationalises infrastructure to support the delivery of content over linear and on-demand platforms. Manages the organisation's digital content assets through cataloguing content and managing access to the content.



## Media Business Management

Page 127 - 155

Develops the organisation's overall content strategy and plans to determine the content direction for the organisation and ensures compliance with relevant laws and content guidelines. Executes content strategy and plans by acquiring and licensing content as well as commissioning the production of new content to meet the organisation's content requirements. Develops and executes strategies and plans to effectively monetise the organisation's content through maximising the reach of the content through effective marketing, sales and distribution as well as by localising content to suit audiences from various regions. Uses customer insights to drive decisions on the nature of content to be produced or acquired for distribution as well as to develop media platform features that best meet customer requirements.



# Media Sub-track Descriptions

Tracks	Sub-tracks	Descriptions
Game Technical Development	Technical Design	Serves as the link between artists and programmers. Advises on design aspects based on technical constraints ensuring integration of art assets into a game without sacrificing the artistic vision or exceeding the platform's technical limits. Develops customised tools for special art needs and to enable interaction of programming and visuals. Collaborates with design, visual graphics and programming teams to ensure robust integration of final product and prepares all relevant documentation.
	Game Programming	Manages end-to-end technical development and overall programming requirements including gameplay programming, engine programming, tools programming and server programming. Analyses requirements from design blueprint and delivers required programming for gameplay systems, user interface, game engines, tools to aid production workflows and asset pipeline as well as development of online game server networks for online and multi-player games. Tests and debugs code and integrates all programming aspects to deliver overall game programming. Collaborates with visual graphics and design teams to deliver an integrated final product.

Tracks	Sub-tracks	Descriptions
Content Production and Management	Script/Story Development	Conceives, writes and edits scripts for content. Develops scripts that match typical industry format, style and quality required for the media platform as well as fulfills potential audience appeal, enhances the suitability and marketability of the content. Collaborates with researchers and may conduct own research.
	Production - Film	Oversees and manages the entire film production lifecycle of content development from ideation of content through pre-production, production, post-production and distribution. Evaluates ideas and scripts and pitches film proposals for approval. Raises funds and obtains sponsorships and partnerships to support production projects. Develops budgets and monitors costs, creates production schedule and oversees all the cast and crew. Coordinates production operations which may include securing key rights, locations and permissions.
	Production - Broadcast	Oversees and manages the entire broadcast production lifecycle of content development from ideation of content through pre-production, production and post-production. Evaluates ideas and scripts and pitches film proposals for approval. Raises funds and obtains sponsorships and partnerships to support production projects. Develops budgets and monitors actual costs against budget. Creates production schedules, including coordinating production facilities, production equipment and materials, technical resources and staff. Guides script development and makes key decisions on cast and crew. Develops an idea into impactful and engaging content by visualising and defining the style and structure of the production. Oversees all the cast and crew and guides them through the production process. Directs talent in the enactment of scenes for shooting. Directs the technical aspects of production including camera, lighting and art. During post-production, works with the editors to achieve the final cut of the production.
	Direction	Brings content concepts and/or ideas to life through the creative vision. Develops an idea into impactful and engaging content by visualising and defining the style and structure of the production. Guides script development and makes key decisions on cast, crew and locations. Directs talent in the enactment of scenes for shooting. Directs the technical aspects of production including camera, lighting and art in a single camera or multiple camera set-up, which may require directing the switching of cameras depending on shot requirements. During post-production, works with the editors to achieve the final cut of the production.
	News Reporting and Production	Produces, delivers and presents news and current affairs content for a variety of audience on relevant broadcast and social media platforms in an efficient manner and backed by robust research to objectively present the key facts of news stories. May also include aspects of visual journalism and use of social media to develop newsworthy content for specific situations. Edits news and current affairs content to ensure compliance to editorial guidelines and organisational policies. Manages the daily news agenda, overall line-up of news and current affairs content as well as the flow of a newscast to deliver pertinent newsworthy stories while ensuring consistency across all programmes line-up.

# Media Sub-track Descriptions

Tracks	Sub-tracks	Descriptions
Visual Graphics	2D Art	Develops art concepts, character, background and environment art as well as 2D animation for content production based on the overall creative vision of the production. Produces artwork using hand-drawn methods and/or digital drawing tools. Develops storyboards to enable the creative visualisation of the production script.
	Animation	Develops 3D animation assets to support the execution of the production's overall artistic vision. Executes 3D animation sequences using complex animation techniques to achieve desired animation effects based on the requirements of the production. Ideate new creative ideas to produce a wide range of animation effects that can suit production requirements.
	3D Art	Develops 3D art assets based on the overall artistic vision of the production. Develops models, rigs, textures and lighting effects to create 3D assets. Performs compositing of 3D assets to create cohesive and integrated assets. Develops visual effects for incorporation in live-action content.

Tracks	Sub-tracks	Descriptions
Production Technical Services	Art Direction and Set Design	Drives the realisation of the overall visual aspect of the production through conceptualisation of set design, locations for content based on the script and overall creative vision. Analyses the production script and creates sketches and drawings that will be converted into technical drawings or models to prepare the set according to visual requirements. Creates an extensive list of materials needed to create set and identifies set construction vendors. Plans and executes the requirements for set decoration and props, including the placement of set decoration and props to meet scene requirements. Aligns the overall look and feel of the production and ensure that other areas of production such as lighting and sound recording work in conjunction with the set.
	Studio Management	Manages all aspects of studio operations to support content production. Manages production technical services for the studio including sound, lighting and camera and ensure they are functional and aligned to production requirements. Coordinates logistics and preparation of studio before commencement of production. Maintains all studio technical equipment to ensure equipment is in working condition. Directs the creative production of content in the studio environment with a multiple camera set-up, including directing the switching of cameras as per production requirements. Executes technical operations including playout of studio graphics, control and alignment of footage from various cameras and retrieval and playout of specific footage.
	Camera	Defines the composition of shots and determines the camera positioning and parameters to achieve the same. Coordinates the preparation and operation of cameras and related equipment and ensures that all equipment is working and set up properly. Adjust details of each shot, including providing alternatives when needed. Guide the positioning and movement of performers based on the framing of the shot. May support post-production processes by providing creative inputs for editing and colour grading of the production.
	Grip	Plans and executes structures and rigging equipment for camera positioning, mounting, movements and manoeuvres for all cameras to achieve the production requirements. Oversees, installs and operates camera structures according to the sequence of production and direction cues. Dismantles all camera structures and equipment after use and ensure all equipment are properly kept to prevent damages.
	Lighting	Manages overall lighting operations for the production. Develops creative and innovative solutions and implements lighting plans including setup, positioning, operation, and maintenance of lighting equipment. Secures lighting equipment from in-house and external resources. Tests and maintains strict controls over lighting equipment to ensure safety standards are maintained.
	Game Sound	Integrates sound assets from various file libraries to create new sound assets that fit the artistic requirements of the production. Synchronises designed sound assets to the cues programmed in games. Determines technical specifications of game sounds to achieve artistic vision of the game. Edits sound assets to ensure finalised sound assets adhere to technical and artistic guidelines of the game.
	Sound Recording	Installs, operates and maintains sound recording equipment to meet production requirements. Records sounds in synchronisation with the camera to enable high quality sound to be captured. Ensures that recordings are stored appropriately and monitors the quality of the sound recording and sound effects through headphones and channels it to the appropriate teams for further sound quality checks.

# Media Sub-track Descriptions

Tracks	Sub-tracks	Descriptions
Content Post-production	Audio Post-production	Manages the sound editing process to ensure that audio satisfies the overall artistic vision of the production. Checks all sound elements to conceptualise and determine the types of foley, automated dialogue replacement (ADR) and sound effects required for each scene. Oversees the final edit on sound assets to ensure sound assets adhere to the technical requirements of the production including conceptualisation and execution of sound mixing.
	Video Editing	Edits recorded materials to deliver a coherent story which is ready for distribution. Selects and compiles best takes to generate scenes. Collaborates with the creative leadership to refine the assembly edit into the final cut. Follows a detailed brief provided by the creative leadership team. During post-production editing, supervises the sequencing and ensures that it is in accordance with the script and screenplay. Creates final cut through conforming captured footage with final edits to integrate a high quality final content output. Manages the visual continuity throughout the post-editing process through performing lighting corrections and colour grading. Improvises to enhance the creative appeal of the final product.

Tracks	Sub-tracks	Descriptions
Media Technology and Operations	Linear Media Infrastructure	Ingests content from various sources and converts it through encoding, transcoding and other required modifications to the desired format to play out over linear media platforms. Maximises the quality of the broadcast signal and to ensure that broadcasts are not interrupted. Supports distribution of content via linear media platforms through enabling encrypted access to the content.
	Linear Media Operations	Oversees and manages the entire film production lifecycle of content development from ideation of content through pre-production, production, post-production to finally reaching the audience through distribution. Evaluates ideas and scripts and pitches film proposals for approval. Raises funds and obtains sponsorships and partnerships to support production projects. Develops budgets and monitors actual costs vs. budget. Creates production schedule, including coordination of production facilities, production equipment and materials, technical resources and staff. Oversees all the cast and crew and guides them through the production process. Coordinates production operations which may include securing key rights, locations and permissions. May also be involved in talent casting, based on production requirements.
	Media Data Management	Manages the organisation's digital content assets through collection, organisation, maintenance and archiving of the content. Establishes conventions for content cataloguing and executes the cataloguing of the organisation's content. Ensures adherence to content licensing agreements by incorporating Digital Rights Management (DRM) information with content. Establishes media data management systems and policies for managing and controlling access to the organisation's content.
	On-demand Media Technology and Operations	Executes the delivery of the organisation's content to viewers over on-demand media platforms. Performs ingest, encoding, transcoding and quality checks on content to maintain compliance with the organisation's technical standards. Executes the design and deployment of media applications to meet media workflows and content delivery requirements. Designs, deploys and operationalises the organisation's infrastructure for delivering content over on-demand platforms.

# Media Sub-track Descriptions

Tracks	Sub-tracks	Descriptions
Media Business Management	Acquisition	Identifies and evaluates available content for acquisition based on content strategy and guidelines. Manages the acquisition and licensing of content from content producers or rights holders. Negotiates terms and conditions for acquiring or licensing content. Contributes to pricing decisions for acquired content and devises monetisation strategy for acquired content. Drives effective exploitation and monetisation of acquired content.
	Content Commissioning	Leads and executes the organisation's content strategy by commissioning the production of impactful and commercially profitable content. Evaluates content ideas and concepts to advise on creative and commercial viability of the ideas as well as capabilities of production houses to recommend commissioning of production for the suitable proposals based on a sound understanding of cost, quality, delivery date, rights and funding requirements.
	Programme Planning and Scheduling	Develops programming plans in accordance with the organisation's content strategy and for the effective utilisation and monetisation of the organisation's original and acquired content. Creates and maintains the programme plan which the daily and weekly schedule is based. Schedules programme, series, theme weeks and broadcasts of featured events. Schedules slots for commercials and network promotions. Creates and checks the daily programme schedule for transmission. Assigns times and days that programme air, number of telecasts per programme and episode rotation. Ensures seamless transmission of programmes and may implement last minute programme schedule changes.
	Standards and Practices	Advises on the development and implementation of procedures to ensure that the organisation complies with media industry regulations. Monitors changes in regulations that may impact the organisation's compliance programmes. Reviews content in various stages of content production for adherence to applicable regulations and advises on the expected rating as per the relevant content rating system. Recommends cuts or edits to content based on applicable compliance requirements. Trains other functional teams in adhering to compliance norms.
	Localisation	Adapts material for various regions to suit the language and cultural needs of the region in alignment with the organisation's content strategy. Defines overall standards of quality for localised content as well as region-specific guidelines for localisation of content. Ensures that graphic images, symbols and colours are acceptable with local cultural and language standards while adhering to the organisation's stylistic guidelines. Collaborates with external vendors and internal resources for the execution of the localisation plan for specific content.
	Media Product Management	Discovers and develops new and/or innovative technology product ideas, strategic product extensions or enhancements to existing products for the translation of research discoveries into usable and marketable products. Identifies, collects and evaluates new and/or innovative technology products. Appraises new technology product ideas to determine their potential to address customer needs and to achieve goals in revenue growth and market share.
	Analytics and Customer Insights	Undertakes detailed quantitative analyses of customer databases and external data sources and develops data-driven insights into customers, their behaviours, preferences and patterns. Identifies and communicates initiatives that enhance the positioning and offering of products and services to customers. Performs data gathering, organising, maintenance, analytics, visualisation and reporting to support various insights-driven processes.
	Media Marketing	Designs, develops and implements marketing strategies to support the monetisation of the organisation's media assets. Utilises consumer analytics and insights to identify suitable channels for target audiences as well as to review effectiveness of marketing strategies. Drives promotions, events, campaigns, partnerships, branding and franchising to monetise media assets. Builds a community of followers and engages with them to enhance the organisation's brand and promote the organisation's content, products and services.
	Media Sales and Distribution	Designs, develops and implements sales programmes to meet the organisation's business objectives. Develops creative integrated sales proposals by packaging content across platforms, which may incorporate on-air or digital components, promotions, advertising sales, sponsorships and other packaged deals to meet customers' objectives. Collaborates in the development of pricing strategies. Collaborates with media operations to execute ad sales and realise monetisation targets.

# Notes

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# Assistant Producer - Games

## JOB ROLE DESCRIPTION

The Assistant Producer - Games manages the day-to-day processes and coordinates ongoing production in a typical game development project. He/She is responsible for tracking production progress and resolving issues that may be affecting project quality or timelines. He aligns the expectations and deliverables of various production teams and implements solutions to resolve pressing production issues. He liaises with vendors for outsourced production aspects. He also contributes to the publishing and marketing of the game by contributing to the development of the marketing strategy as well as executing in-game events, sales and messaging.

The work involves hands-on project management and collaboration with multiple teams across the business and operations. He is expected to coordinate meetings regularly and manage the project schedule for the production of various games. The work also involves supporting business decision making with analysis and recommendations.

He is equally conversant with the game development lifecycle as he is with sales and marketing aspects for multimedia products. He is an able project manager who is proficient in planning and organising and is detail-oriented. He should also be effective at stakeholder management and communication to deliver across his wide-ranging responsibilities.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Contract and Vendor Management	Level 3	Communication	Advanced
	Customer Behaviour Analysis	Level 3, Level 4	Decision Making	Basic
	Customer Experience Management	Level 2, Level 3	Teamwork	Advanced
	Production Budget Management	Level 3, Level 4	Problem Solving	Intermediate
	Project Management	Level 2, Level 3	Leadership	Basic
	Research	Level 2, Level 3		

# Producer - Games

## JOB ROLE DESCRIPTION

The Producer - Games leads the end-to-end game development lifecycle from the concept phase to the publishing of the game to reach the customer. He/She is responsible for managing the entire game development project including concept development, budget development, managing the development operations as well as driving the marketing strategy for the game. He drives the development and execution of the project plan and manages production progress to ensure achievement of feature and release milestones. He drives operational excellence by reviewing and improving production processes. He also negotiates licensing and merchandising deals for the effective monetisation of the game.

The work involves project leadership for the production teams as well as dealing with various internal and external stakeholders. He works in a high pressure environment with several deadlines and milestones. The work also involves a high amount of problem solving, consensus building and decision making.

He is an effective project manager, conversant with the end-to-end game development process. He displays strong business acumen as well as a process-oriented mindset. He is equally comfortable in leading creative and technical discussions as he is with business analysis and decision-making. He is proficient in planning and comfortable in managing a high number of stakeholders in complex situations. He should also be an effective negotiator and communicator.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Contract and Vendor Management	Level 4	Decision Making	Advanced
	Customer Behaviour Analysis	Level 5	Communication	Advanced
	Customer Experience Management	Level 4	Leadership	Advanced
	Game Quality Assurance Testing	Level 4	Teamwork	Advanced
	Product Management	Level 4	Interpersonal Skills	Advanced
	Production Budget Management	Level 5		
	Project Feasibility Assessment	Level 5		
	Project Management	Level 5		
	Research	Level 4		

The information contained in this document serves as a guide.

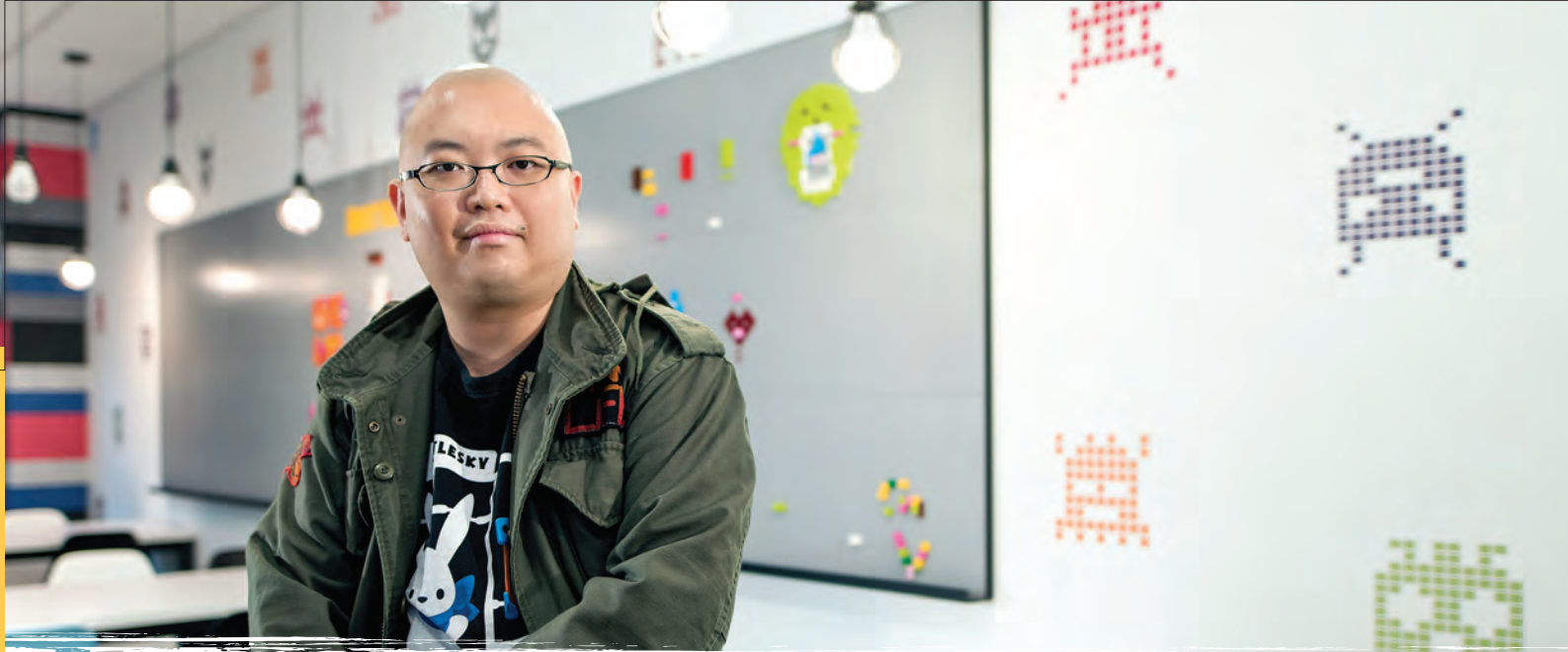
For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Notes

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# Game Design

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## CEO/Game Designer

Shawn Toh

BattleBrew Productions Pte Ltd

### PLAYING THE ENTREPRENEURSHIP GAME

Shawn Toh's first love affair with media began when he enrolled in a Mass Communication diploma in 2005. With a communications background, a job in a media company beckoned but being an avid gamer since he was young, he decided to follow his passion and signed up for the Professional Conversion Programme - Game Design Diploma in 2010. He excelled and graduated from the course, and was valedictorian for his cohort.

After working in a few large companies and desiring for more ownership in his work, Shawn decided to start BattleBrew Productions with his former colleagues. They had the capability to do so as they possessed interpersonal trust and enough resources such as a competent team, product knowledge, the networks and access to capital. Today, he is the CEO and Games Design Director in BattleBrew Productions.

His typical day starts with a team session, running through games that they are building. This involves going through the game levels, the user interface and the parts of the game that were supposedly fixed or improved upon in the last iteration. He is actively involved in writing game design documents, modifying game datasheets and having discussions with the team and artists.

Working on a game project and running your own company is far from child's play. He shares that a lot of work and effort goes into making games. It is a multi-disciplinary collaboration, drawing expertise and input from various specialisations, like game producers, level designers, technical artists (modellers, riggers, composers) and game programmers. The different game characters created take on different roles and game designers have to consider colour symbolism and how the tools that the characters hold reflect their lifestyles and the world they live in. "Every single role in the game has many hidden facets that an audience will never see," Shawn elaborated.

As a young entrepreneur, he also has to pick up basic

"Getting paid to do what you love is something that more people could be doing."

knowledge in business management in areas like accounting, legal, HR and investment - many that were not previously part of his job as a game designer. Despite challenges in managing the expectations of shareholders, leads, and stakeholders, and working with the team, Shawn feels that the hard work and pain is worth it. He knows it when he watches people enjoy their creations, sometimes even "getting lost in the tiny world that they have built". One of their games, 'BattleSky Brigade: TapTap' won the Visitor's Choice Award at GameStart 2018, South-east Asia's premier gaming convention held in Singapore. The win brought them great satisfaction and is a validation of the good work the team has put into the project.

An interesting trend in the local gaming industry highlighted by Shawn is the growing number of skilled developers with years of experience, starting up their own studios. He foresees mobile gaming to continue experiencing year-on-year growth and new growth technologies like augmented and virtual reality being incorporated into games and price points dropping. He is hopeful that all these will translate into the industry's overall growth, with more jobs and local companies making their mark in the gaming world by creating chart-topping games.

Looking ahead, with a skilful team of 10, Shawn hopes that BattleBrew Productions will develop further by expanding into merchandising and animation. "By running your own company, you learn how to create opportunities and resources," he shares.

Shawn advises aspiring entrepreneurs to do ample research on the necessary skills needed to excel and to devise a plan on how to achieve them before joining the industry. He adds that there is a wealth of resources embodied in the SkillsFuture programmes and initiatives which individuals can tap on to upskill and improve. His parting shot: "Be passionate and knowledgeable. Getting paid to do what you love is something that more people could be doing."

# Junior Designer

## JOB ROLE DESCRIPTION

The Junior Designer is tasked with assisting the game design to fulfil an operational role focused on execution. He/She is involved in the design of gameplay, game levels, user experience and interface, based on the game concept and the creative vision of the game. He assists in drafting the concept documents, design documents and user interface navigation flow charts. He summarises all content related to game concept, game design and technical design including art, sound and video specifications. He is responsible for executing level design, game design and user interface layout. He also tests the design components to identify the game constraints and delivers a high-quality product. He researches the design standards of the competitors to provide inputs to the creative and technical teams.

The work involves delivering creative outcomes in an individual capacity as well as coordinating with multiple teams to meet common objectives. He spends most of his working days in the studio and attends meetings with other teams regularly.

He is involved in many aspects of the design process and is able to multi-task well. He is meticulous and well organised. He is a team player and has the ability to communicate well with others on the team.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Game Concept Design	Level 2	Problem Solving	Basic
	Gameplay Design	Level 2	Teamwork	Basic
	Level Design	Level 2	Communication	Advanced
	Narrative Design	Level 2	Creative Thinking	Basic
	Research	Level 2	Interpersonal Skills	Basic
	User Experience Design	Level 2		
	User Interface Design	Level 2		

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Senior Level Designer

## JOB ROLE DESCRIPTION

The Senior Level Designer works closely with various production teams to develop specific game functions, from the mission systems to fluctuating gameplay variables like experience points and player inventories to allow multi-player interaction. He/She is responsible for incorporating fighting systems, artificial intelligence, scoring rules, matchmaking, lobbies and community features, as well as different game modes, working to provide users with an enjoyable gaming experience. He balances and fine-tunes features and gameplay based on feedback from the production and leadership teams.

The work involves leading a team to deliver creative outcomes in a high pressure project environment as well as aligning expectations and outcomes with multiple teams. He spends most of his time in creative ideation, provides guidance to his team and has to attend meetings with other teams regularly.

He is a creative thinker and an effective problem solver with an eye for detail. He is an able multi-tasker and is proficient in collaborating with multiple teams concurrently. He is also expected to be strong at communication and negotiations to be able to deliver his responsibilities effectively.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Game Concept Design	Level 3	Creative Thinking	Advanced
	Gameplay Design	Level 3	Problem Solving	Advanced
	Level Design	Level 3	Teamwork	Intermediate
	Narrative Design	Level 3	Communication	Advanced
	Project Management	Level 3	Decision Making	Intermediate
	Research	Level 3		

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# Senior Game Designer

## JOB ROLE DESCRIPTION

The Senior Game Designer determines the structure of a game, how it will be played, its rules, objectives, logic and systems and game features. He/She communicates these game elements to various production teams and provides the direction needed to deliver the intended player experience. He conceives the game's overall user experience and interaction scenarios to design user journeys as well as engaging user interfaces. In addition, he is responsible for training game testers to play the game, making sure that the game elements are balanced and that they understand what is expected of the finished product.

The work involves leading a team to deliver creative outcomes in a high pressure project environment as well as aligning expectations and outcomes with multiple teams. He spends most of his time in creative ideation, provides guidance to his team and has to attend meetings with other teams regularly.

He has a passion for games. He is a creative thinker and an effective problem solver with an eye for detail. He is an able multi-tasker and is proficient in collaborating with multiple teams concurrently. He is also expected to be strong at communication and negotiation to be able to deliver his responsibilities effectively.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Game Concept Design	Level 3	Creative Thinking	Advanced
	Game Technical Design	Level 2	Problem Solving	Intermediate
	Gameplay Design	Level 3	Teamwork	Intermediate
	Level Design	Level 3	Communication	Advanced
	Narrative Design	Level 3	Decision Making	Intermediate
	Project Management	Level 3		
	Research	Level 3		
	User Experience Design	Level 3		
	User Interface Design	Level 3		

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# Lead Game Designer

## JOB ROLE DESCRIPTION

The Lead Game Designer is responsible for driving the implementation of the game's vision which includes concept, gameplay, story, usability and functionality. He/She leads a team of designers to develop detailed designs for game characters, rules, story, gameplay, interfaces, levels and modes. He displays practical and theoretical expertise to create a product that is both entertaining and technically sound. He guides the team to develop prototypes for gameplay and game level designs including system design and features that lead to increased user experience, engagement and retention. He manages communication with key departments to manage the schedules of the design team.

The work involves leading and guiding the design team in ideating and executing game design ideas as well as collaborating with multiple internal stakeholders for approval of design. He also takes the lead in aligning the creative and technical aspects of the game by engaging with technical and creative leads to align expectations and objectives.

He is a visionary with an artistic flair and an expert in game design. He should be effective at problem solving, communication and presentations to be able to influence key stakeholders in supporting the overall game direction. He is an able project manager who delivers effectively within available resources and constraints.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Game Concept Design	Level 4	Leadership	Advanced
	Game Technical Design	Level 3	Communication	Advanced
	Gameplay Design	Level 4	Decision Making	Advanced
	Level Design	Level 4	Teamwork	Advanced
	Narrative Design	Level 4	Creative Thinking	Advanced
	Project Management	Level 4		
	Research	Level 4		
	User Experience Design	Level 4		
	User Interface Design	Level 4		

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# Game Director

## JOB ROLE DESCRIPTION

The Game Director is responsible for the overall vision of the product, which includes gameplay, story, audio assets, cinematics and marketing materials. He/She is closely involved in the establishment of a game's concept together with senior members. He translates the overall vision into a creative framework. He provides insights on story, art and content development and translates the client's brief into a creative concept. He translates and implements this in the production development stage. He is responsible for the quality of the game elements, the consistency of the creative vision across art, story, design, sound and cinematics. He also coordinates the creative tasks between departments and approvals at various project development stages.

The work involves a high amount of creative leadership and decision making in a project environment. He spends his time in evaluating game ideas, concepts and proposals and influencing internal and external stakeholders regarding the same.

He is a creative leader with strong business acumen and a passion for delivering impactful content. He should be effective at communicating, influencing and negotiating to be able to align multiple internal and external stakeholders to his vision for a game.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Customer Behaviour Analysis	Level 4	Leadership	Advanced
	Game Concept Design	Level 5	Communication	Advanced
	Game Technical Design	Level 3	Teamwork	Advanced
	Gameplay Design	Level 5	Decision Making	Advanced
	Level Design	Level 5	Developing People	Advanced
	Narrative Design	Level 5		
	Product Management	Level 4		
	Production Budget Management	Level 4		
	Project Management	Level 5		
	Research	Level 5		
	User Experience Design	Level 5		
	User Interface Design	Level 5		

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# Notes

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# Game Technical Development

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NOTE: \*Denotes job roles with specialisations

# Technical Artist

## JOB ROLE DESCRIPTION

The Technical Artist serves as a link between artists and programmers. He/She supports the development and design of all necessary art elements for the game. He conducts research on new techniques and technologies in order to achieve the most efficient artistic process. He identifies and recommends the art packages and tools for fulfilling the creative plan. He is also responsible for the development and maintenance of these tools. He sets the workflow standards for art production and ensures that technical requirements are met. He is responsible for the visual quality of artwork and ensures that the visual aspect of the game is in line with the game's vision. He maintains the efficient transfer of digital files between relevant teams so that the completed art is optimised. He helps to highlight discrepancies between the artistic and programming departments by keeping the best interests of the product in mind.

The work involves providing guidance on technical processes and tools to the art team as well as aligning the art output to the technical expectations. This necessitates a high amount of coordination, collaboration and stakeholder management.

He is a technical expert with a creative mindset. He is a team player and is effective at communicating with team members and other stakeholders. He has a problem solving mindset to resolve any creative or technical issues.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	2D Animation	Level 3	Communication	Advanced
	3D Animation	Level 3	Problem Solving	Advanced
	3D Modelling	Level 3	Computational Thinking	Basic
	Compositing Visuals	Level 3	Creative Thinking	Basic
	Digital Lighting	Level 3	Teamwork	Basic
	Game Porting	Level 2		
	Game Production Optimisation	Level 3		
	Game Technical Design	Level 3		
	Game User Interface Development	Level 2		
	Gameplay Design	Level 2		
	Gameplay Development	Level 2		
	Level Design	Level 2		
	Research	Level 3		
	Rigging for Animation	Level 3		
	Surfacing and Texturing	Level 3		
	User Experience Design	Level 2		
	User Interface Design	Level 2		

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# Lead Technical Artist

## JOB ROLE DESCRIPTION

The Lead Technical Artist oversees all art pipeline content and resolves all technical issues within the pipeline. He/She provides consistent upgrades and improvements to the art pipeline. He ensures that art assets meet performance requirements and constraints for each target platform. He devises the best techniques for the technical team to utilise. He keeps up-to-date on tools and technology developments in the industry to improve the quality and efficiency of production. He collaborates with other partner studios to share industry best practices and tools. He manages the research and development of complex art elements for games.

The work involves a high amount of coordination between creative and technical teams to align goals, expectations, pipeline and compatibility of output. He spends most of his time in ideating and implementing techniques that enhance the efficiencies of the production processes, while also resolving complex challenges of production workflows.

He is an effective problem solver with artistic flair as well as technical expertise in game development. He has the ability to make decisions based on research and data. He is an advisor who balances trade-offs and conflicting priorities, therefore, should also be proficient in communicating and influencing.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	2D Animation	Level 4	Communication	Advanced
	3D Animation	Level 4	Problem Solving	Intermediate
	3D Modelling	Level 4	Creative Thinking	Advanced
	Compositing Visuals	Level 4	Decision Making	Advanced
	Digital Lighting	Level 4	Leadership	Basic
	Game Porting	Level 3		
	Game Production Optimisation	Level 4		
	Game Technical Design	Level 4		
	Game User Interface Development	Level 3		
	Gameplay Design	Level 3		
	Gameplay Development	Level 3		
	Level Design	Level 3		
	Research	Level 4		
	Rigging for Animation	Level 4		
	Surfacing and Texturing	Level 4		
	User Experience Design	Level 3		
	User Interface Design	Level 3		

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# Junior Programmer

## JOB ROLE DESCRIPTION

The Junior Programmer writes programming code that runs and controls the game, incorporating and adapting any ready-made code libraries, along with the creation of custom code as required. He/She performs code testing and bug fixes, as well as creates customised tools for use by other members of the development team. He works closely with the artists, designers and programmers to write codes for all aspects of the game to create high quality outcomes.

The work involves delivering technical outcomes in an individual capacity. He spends most of his working time in programming in the game studio and attends meetings with other production teams regularly.

He is systematic, organised and is able to work on his own initiative and as part of a team. He should be a creative thinker and a problem solver in order to deliver his responsibilities effectively.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Audio Programming	Level 2	Problem Solving	Basic
	Database Administration	Level 2	Computational Thinking	Basic
	Game Artificial Intelligence Development	Level 2	Communication	Basic
	Game Level Development	Level 2	Teamwork	Basic
	Game Networking	Level 2	Creative Thinking	Basic
	Game Porting	Level 2		
	Game Server Programming	Level 2		
	Game User Interface Development	Level 2		
	Gameplay Development	Level 2		

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Senior Server Programmer

## JOB ROLE DESCRIPTION

The Senior Server Programmer leads the design and development of online game server networks to support various game features such as online gameplay, in-game events and purchases, credential verification and online messaging systems. He/She is responsible for translating the vision for online features into a server network design and realising it by configuring appropriate hardware. He oversees the development of programs to enable the game to interact with the servers. He reviews server programs, oversees the testing of online gameplay features and leads the integration of server programs within the overall game code. He also oversees the maintenance of game servers and online operations.

The role involves leading a team of programmers with technical guidance as well as liaising with other teams, internal and external stakeholders to ensure project expectations are met. He also spends a significant amount of his time in meetings with other production teams to align expectations and share project progress.

He is proficient at project management and a technical expert. He is adept at planning and organising in order to deliver project outcomes effectively. He should also be effective at collaboration, communication and stakeholder management in order to work effectively in cross-functional project teams.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Database Administration	Level 3	Computational Thinking	Advanced
	Game Analytics	Level 3	Communication	Intermediate
	Game Level Development	Level 3	Problem Solving	Intermediate
	Game Server Programming	Level 3	Creative Thinking	Intermediate
	Gameplay Development	Level 3	Teamwork	Intermediate
	Tools Development	Level 2		

# Senior Game Programmer

## JOB ROLE DESCRIPTION

The Senior Game Programmer manages the overall code development processes across the development and maintenance phase of the game. He/She is an expert in specific aspects of game programming and provides inputs on the technical feasibility of requested game features and functions during planning discussions. He takes responsibility for delivering certain complex game elements with robust and stable code. He supports the technical leads by designing and documenting the game's architecture. He manages a team of programmers and helps them improve their technical skills by coaching and training them.

The work involves technical leadership as well as project management of a programming team. He spends most of his time in guiding the team in programming as well as writing codes. He also spends a significant amount of his time in meetings with other production teams to align expectations and share project progress.

He is proficient at project management and a technical expert. He is adept at planning and organising in order to deliver project outcomes effectively. He should also be effective at collaboration, communication and stakeholder management in order to work effectively in cross-functional project teams.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Audio Programming	Level 3	Computational Thinking	Advanced
	Game Artificial Intelligence Development	Level 3	Problem Solving	Advanced
	Game Engine Development	Level 2	Communication	Intermediate
	Game Level Development	Level 3	Teamwork	Basic
	Game Physics Development	Level 3	Interpersonal Skills	Basic
	Game Porting	Level 3		
	Game User Interface Development	Level 3		
	Gameplay Development	Level 3		
	Tools Development	Level 2		

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Senior Engine Programmer\* (Tools Programming)

## JOB ROLE DESCRIPTION

The Senior Engine Programmer is responsible for the development of the game engine which serves as the core of game development. He/She is responsible for conceiving the design of game engine modules in alignment with a specific project or with the type of games the engine intends to cater to. He maintains engine systems and writes programming codes to support the technical requirements of projects. In addition to providing technical assistance for engine modules, he develops solutions to address game performance and stability.

He may also streamline game development processes by developing tools to aid production workflows and asset pipelines. For this, he works closely with 3D art and programming teams to understand their workflow requirements and deliver tools to meet their needs.

The work involves leading a development team in an innovative and highly dynamic game development environment, which also requires interacting with and meeting expectations of a number of internal stakeholders.

He is proficient at project management and a technical expert. He is adept at planning and organising in order to deliver project outcomes effectively. He should also be effective at collaboration, communication and stakeholder management in order to work effectively in cross-functional project teams. He is an able problem solver. He should be adaptable to change, given the rapidly evolving nature of this role.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Audio Programming	Level 3	Computational Thinking	Advanced
	Game Analytics	Level 3	Communication	Intermediate
	Game Artificial Intelligence Development	Level 3	Teamwork	Intermediate
	Game Engine Development	Level 3	Problem Solving	Intermediate
	Game Networking	Level 3	Creative Thinking	Intermediate
	Game Physics Development	Level 3		
	Game Porting	Level 3		
	Game Testing Automation	Level 3		
	Tools Development	Level 3		

NOTE: \*Text in brackets refer to specialisations included in the job role

# Lead Game Programmer

## JOB ROLE DESCRIPTION

The Lead Game Programmer oversees the overall programming aspects in a game development project. He/She manages the technical development of a game from start to finish. In conjunction with other key team leads, he develops the technical specifications for the game and delegates different aspects to a team of programmers. He oversees the development or customisation of game engines to meet the development needs of the game. He integrates all the technical documentation for the codes produced by the programming team and ensures quality, effectiveness and appropriateness of all the game codes. He is also responsible for the project management of the code development process and ensures that team members deliver the requested codes on time and within budgets.

He is often involved in project team meetings and reviewing project progress. The work also involves liaising with key internal and external stakeholders to achieve project objectives. He can be expected to work long hours to deliver against project milestones.

He is a technical expert across multiple aspects of game development and an effective project manager. He has the ability to communicate with people across the levels within the organisation and has an eye for detail. He also has the ability to guide teams and individuals from a technical as well as developmental perspective.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Audio Programming	Level 4	Leadership	Advanced
	Database Administration	Level 4	Communication	Advanced
	Game Analytics	Level 4	Decision Making	Advanced
	Game Artificial Intelligence Development	Level 4	Computational Thinking	Advanced
	Game Engine Development	Level 4	Resource Management	Intermediate
	Game Level Development	Level 4		
	Game Networking	Level 4		
	Game Physics Development	Level 4		
	Game Porting	Level 4		
	Game Server Programming	Level 4		
	Game Testing Automation	Level 4		
	Game User Interface Development	Level 4		
	Gameplay Development	Level 4		
	Tools Development	Level 4		

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# Game Technical Director

## JOB ROLE DESCRIPTION

The Game Technical Director, being one of the most senior technical roles within the organisation, is responsible for the technical aspects of game development. In the initial stage, he/she is involved in strategic meetings and judges the technical feasibility of envisioned strategies. In addition, he translates the game concepts into technical needs and tools. During the production stage, he supervises programming, monitors the budget and manages the overall code quality. He provides guidance on any technical problems and makes available all technical tools for successful game development. He also ensures that the team has the right technical capabilities and trains team in new technology and concepts. The work involves technical leadership and guidance to technical teams as well as high amount of coordination with creative and business teams.

He is expected to attend a variety of meetings in order to connect the creative and technical requirements of a project. He is the lead advisor on all technical matters and will have to engage with multiple teams to address all technical issues.

He is an authority on all technical aspects of game development, as well as an evangelist for new technologies. He is an expert problem solver with the ability to resolve complex game design and implementation challenges. He should be proficient in team management, and has excellent communication and influencing skills to deliver to the expectations of the role effectively.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Audio Programming	Level 5	Communication	Advanced
	Database Administration	Level 5	Decision Making	Advanced
	Game Analytics	Level 4	Leadership	Intermediate
	Game Artificial Intelligence Development	Level 5	Problem Solving	Advanced
	Game Engine Development	Level 5	Developing People	Advanced
	Game Level Development	Level 4		
	Game Networking	Level 5		
	Game Physics Development	Level 5		
	Game Porting	Level 5		
	Game Production Optimisation	Level 5		
	Game Server Programming	Level 5		
	Game Technical Design	Level 5		
	Game Testing Automation	Level 4		
	Gameplay Development	Level 5		
	Production Budget Management	Level 4		
	Project Management	Level 5		
	Research	Level 5		
	Tools Development	Level 5		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Notes

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# Quality Assurance

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# Quality Assurance Tester

## JOB ROLE DESCRIPTION

The Quality Assurance Tester participates in the development process for games to ensure design quality and adherence to the standards. He/She is involved in tasks that include game design, source code development, review and control, configuration management and integration of different game elements. Prior to the release of games, he is involved in analysis of game playtesting to ensure that games meet or exceed specified standards and end user requirements.

He spends most of his time in playtesting and evaluating games for various projects. He also spends a significant amount of time in aligning internal stakeholders on the quality assurance aspects of the game.

He should have an eye for detail to spot and identify errors and discrepancies. He is systematic and highly organised, with the ability to work on his own and function as part of a team. He should also be able to think creatively to solve problems.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Game Concept Design	Level 2	Teamwork	Advanced
	Game Quality Assurance Testing	Level 2, Level 3	Problem Solving	Intermediate
	Game Testing Automation	Level 2	Service Orientation	Intermediate
	Gameplay Design	Level 2	Interpersonal Skills	Intermediate
			Communication	Basic

# Lead Quality Assurance Tester

## JOB ROLE DESCRIPTION

The Lead Quality Assurance Tester oversees and plans quality assurance tests and analysis of games, their playability and performance in order to meet or exceed specified standards and end user requirements. He/She manages the team, sets priorities and testing parameters, implements quality assurance automation frameworks and has accountability for the performance and results of the team. He develops departmental plans and priorities to address resource and operational challenges. He provides technical guidance to stakeholders and advocates quality assurance best practices. The role is critical as it exerts high level of influence on the final product. This involves collaboration within and outside the technical department. He is also expected to manage the project from a quality assurance perspective.

The role involves high amount of project management, technical leadership as well as team management. He spends a significant amount of his time in guiding his team on project matters as well as in discussions with production leads regarding the quality of the production outcomes.

He is an effective project manager and has the ability to communicate with people across the levels within the organisation. He has an eye for detail and is able to work on multiple projects and priorities in a fast paced, rapidly changing environment.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Game Concept Design	Level 2	Communication	Advanced
	Game Quality Assurance Testing	Level 4	Leadership	Advanced
	Game Testing Automation	Level 2	Interpersonal Skills	Advanced
	Gameplay Design	Level 2	Developing People	Advanced
	Project Management	Level 3	Teamwork	Advanced

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Notes

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# Content Production and Management

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NOTE: \*Denotes job roles with specialisations

# Senior Content Producer

Dhany Osman

Yahoo Asia Pacific Pte Ltd

## CONTENT PRODUCING FOR THE DIGITAL MARKET

In Dhany Osman's first foray into the job market, he worked as a reporter and sub-editor for a major local newspaper which seemed like a natural fit with his background in Arts and English Literature. He was then awarded the Media Education Scholarship for a fine arts post-graduate programme in 2011.

Dhany now works as a Senior Content Producer at Yahoo Asia Pacific. His work day is driven by happenings in Singapore and other parts of the world, and revolves around writing news stories and editing content for Yahoo's homepage and social media accounts. He also supervises the production of video content by freelancers or production houses that the company works with, sending scripts and communicating with them on video edits. He independently shoots stories he is working on and supervises a small team of five in-house reporters by editing and clearing their stories for publishing. Understanding the workflow of the news and media creation processes is critical in his day-to-day work.

For Dhany, there is rarely a dull day at work. He generally covers hard news and topics like politics, and occasionally sports and lifestyle. "There are always newsworthy events happening that keeps my adrenaline pumping", he adds. One example that comes to mind is when he accompanied a reporter to photograph a brothel operating in a residential estate.

Media consumption habits have changed and there is a huge demand for news to be presented in bite-sized formats on digital platforms. Online bite-sized formats normally range from 60 to 90-second videos. However, Dhany points out that the trade-off is that the news producer is unable to delve deep into the issue at hand. He also shares that it is easy for people to underestimate the amount of work that goes into making short videos. Shorter videos do not necessarily equate to less work as it also requires very good writing and producing skills to convey the message clearly and effectively.

Dhany observes that trends such as the rapid increase in online news sources and number of social media platforms through which news is presented, brings about the challenge of making stories attractive to an ever-evolving consumer base. To understand which platforms are best suited for a niche audience, his team uses analytics to target readers, which is something that requires constant learning as new means of analysing data are emerging all the time.

To explore the type of content they like to produce, Dhany encourages new entrants to find their "voice" as a producer and develop a personal brand that stands out from the rest. He recommends the Skills Framework as a useful reference for both new entrants and industry veterans to constantly stay updated in the ever changing media landscape. As



"Producing news content right now has a lot to do with finding the right way to present the information you have."

for himself, Dhany hopes to find new and entertaining ways to produce and present news videos and aspires to host his own online news show in the near future.



## Game Writer

Celestia De Roza  
LandShark Games Pte Ltd

### NARRATIVE WRITING FOR GAME PLAY

Celestia De Roza loved gaming since she was a child. With a tertiary background in Arts and English Literature, Celestia initially started as a copywriter in a web development agency. When the opportunity arose, she enrolled in the Professional Conversion Programme (PCP) for Game Writers and won the 'Best Project 2017' award. "It was just at the beginning of my career switch to game writing and it was a pleasant surprise that made me believe in my capabilities to write for a new and different medium," she enthuses.

During the transition from a copywriter to a game writer, there was quite a lot for her to learn at the start. She had to pick up certain skills and knowledge such as basic narrative scripting skills, game engines and collaborating software. "Knowing how to code is not a necessary skill for a game writer. However, if you possess such a skill or knowledge of such narrative scripting tools, it is definitely a bonus." She adds that in order to succeed in the game sector, a continuous learning mindset, especially of new software, is crucial.

Currently a Game Writer at LandShark Games, the creator of the Zen Koi game app, Celestia starts her day by fielding queries on games from players. She clarifies that fielding support queries is not normally within a job scope of a game writer in a larger game company but for a small company, game writers may also assume such functions. Following that, she works on game projects which involves narrative design and character development. She explains that understanding the scope and background of the game setting helps to create the characters in her mind. "When developing a character, it is important to identify their key personalities and background history, as these will come through in their dialogue

"The Skills Framework should help to identify where you can start with your current skill set, and act as a road map of how you can grow from where you are now."

and the way they interact with other characters."

A misconception surrounding her profession is that game writing only revolves around writing dialogue. However, it involves a multitude of aspects like pitching ideas, creating narrative design and quest structure. "Creating a game is like doing project work with people who specialise in various parts. As a game writer, your ideas have to be conveyed and modified constantly to fit in with the game's mechanics and design," Celestia shares.

With an increasing number of online editorials featuring how game developers work, and more game conferences being held annually, awareness of the game industry is growing. With that, Celestia foresees there will be more opportunities for game writers to ply their trade in Singapore.

Looking ahead, Celestia sees herself deepening her skills in creative writing for the game, or comics mediums, or both. She hopes the experience garnered over the coming years will prepare her eventually for a role as a Creative Director. The Skills Framework provides her with information on career progression and skills upgrading opportunities. It will be a good career reference resource and a roadmap for career development, guiding her towards her desired goal.

Her advice to new entrants is, "to write, code and draw and get your work out there as soon as possible. Any exposure is good, and with a solid portfolio, you'll soon be noticed!"

# Junior Scriptwriter/Junior Writer

## JOB ROLE DESCRIPTION

The Junior Scriptwriter/Junior Writer supports the script development processes by supporting the origination or development of an idea for consideration by key stakeholders. He/She identifies relevant sources for research, collates and assesses information from various sources. He verifies sources of information, based on industry requirements and presents findings to the decision makers for development of programme ideas. He assists the scriptwriter with the development of scripts and checks the accuracy of the final written materials. He also checks for any conflicts with legal, compliance and copyright requirements.

He is expected to work in an unstructured work environment with less defined job scope and working hours and should be comfortable in working across all production genres.

He is required to have effective fact checking and concise writing capability, with the ability to select relevant materials to be presented. He should be able to conceptualise ideas and possesses an understanding of the pre-production and production process. He should be effective in managing relationships in order to liaise with multiple stakeholders.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Concept Creation	Level 3	Creative Thinking	Basic
	Creative Storytelling	Level 3	Communication	Basic
	Narrative Design	Level 2	Teamwork	Basic
	Script Writing	Level 3	Interpersonal Skills	Basic
			Problem Solving	Basic

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Scriptwriter/Writer

## JOB ROLE DESCRIPTION

The Scriptwriter/Writer is responsible for creating blueprints and details of the script based on the concept or idea. With a deep understanding of the storyline, the target audience and the requirements of the creative leadership teams, he/she develops the story elements to translate the creative vision into a beautiful story for production. He works closely with the production teams to review and revise the script based on inputs to fit the potential audience appeal and enhance the suitability and marketability of the production. During the development process, he frequently reviews the work to ensure it meets required editorial standards. He also flags the possibility of legalities that may occur in view of the regulatory requirements and local needs of the primary market and audience.

He is expected to work under pressure so as to manage edits within a short time frame. He may be required to travel depending on the production requirements.

He should have an understanding on how productions affect audiences and be familiar with the current formats of presenting screenplays. He should be well versed with scriptwriting guidelines and techniques to be able to develop a full-length script that is production ready within required deadlines. He should also have a fundamental understanding of the process of translating scripts to various visual media, as well as knowledge of script requirements for immersive content. He should possess strong grammar and writing capability as well as creativity, patience, self-motivation and resilience, with an excellent understanding of production processes.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Concept Creation	Level 4	Creative Thinking	Advanced
	Creative Storytelling	Level 4	Communication	Intermediate
	Narrative Design	Level 3	Interpersonal Skills	Intermediate
	Script Writing	Level 4	Teamwork	Advanced
			Decision Making	Basic

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Head Scriptwriter

## JOB ROLE DESCRIPTION

The Head Scriptwriter conceives the long-term storyline and outlines the overall story in a sequential manner to guide writers. He/She is responsible for the overarching storyline and controls the narrative by guiding writers to develop scripts for various parts. He is responsible for evaluating the target audience and ensures that the ideas appeal to them. He guides the writers on script specifications to ensure that overall quality, budget and schedule are aligned with requirements. He works closely with the writers on each draft of their story and script, giving them feedback on the quality of their work, suggesting improvements that can be made while also ensuring that practical issues, like continuity and correct running time, are adhered to. He gets direction from the creative leadership team to execute the vision of the desired content and works with various production teams to ensure that the story is translated to a visual concept in an appropriate way. He is involved during the production phase to understand technical and production constraints and may be called to aid in the identification of solutions for required story adaptations.

The work involves working both in an individual capacity and as a team. He may be required to travel depending on the production requirements.

He should be familiar with the local needs of the primary market and have a deep understanding of the interest and motivations of the target audience to create stories that engage them. He is effective at storytelling and has an expert grasp of the language. He should also understand the production processes, techniques and have an expert knowledge on the regulatory requirements to be able to write effectively for various linear and non-linear visual content in order to identify possibilities of legal issues that may occur during the script development process.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Concept Creation	Level 5	Creative Thinking	Advanced
	Creative Storytelling	Level 5	Communication	Advanced
	Narrative Design	Level 4	Decision Making	Advanced
	Script Writing	Level 5	Interpersonal Skills	Advanced
			Problem Solving	Advanced

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Production Assistant

## JOB ROLE DESCRIPTION

The Production Assistant supports the operational aspects of the production by performing administrative tasks and logistical management on a day-to-day basis. He/She is responsible for ensuring that meals, furniture and transport are available on the production site, arranging mandatory compliance documents required for production, as well as serving as a personal courier for key production crew.

He is an individual contributor in an administrative role. He is expected to move around the site often to take instructions from various departments.

He should be meticulous and adept at planning and organising in order to deliver according to instructions provided. He should also be a good communicator to be able to coordinate between production teams.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Concept Creation	Level 3	Problem Solving	Basic
	Contract and Vendor Management	Level 2	Teamwork	Basic
	Emergency Response Management	Level 2	Communication	Basic
	Location Scouting	Level 3	Interpersonal Skills	Basic
	Production Operations	Level 1	Service Orientation	Basic
	Production Planning and Scheduling	Level 2		
	Research	Level 2		
	Studio Technical Production	Level 2		
	Talent Casting	Level 2		
	Vision Mixing	Level 2		

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Assistant Producer - Film\* (Casting)

## JOB ROLE DESCRIPTION

The Assistant Producer - Film supports various phases of content development by coordinating the business and creative aspects of the production. He/She assists in securing funds for production and hiring key cast and crew members during the pre-production phase. He is also responsible for coordinating the creative production operations including liaison with key cast and crew, implementing schedule and script changes under guidance and ensuring smooth transition from production to post-production phase.

He may be required to manage the end-to-end casting process including doing research to identify upcoming talent, communicating requirements to talent agencies using casting calls, coordination of the auditioning process as well as the contracting process with the finalised cast.

He is an individual contributor with creative and business responsibilities. He is expected to coordinate with a number of internal and external stakeholders in order to perform these responsibilities.

He needs to have an eye for details and be meticulous to enable him to plan, organise and manage his stakeholders well. A flair for creative storytelling will enable him to provide inputs for script refinement as well as communicate creative changes during production.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 3	Problem Solving	Intermediate
	Contract and Vendor Management	Level 3	Teamwork	Intermediate
	Emergency Response Management	Level 2	Communication	Intermediate
	Fundraising and Sponsorships	Level 4	Resource Management	Intermediate
	Legal and Compliance Management	Level 3	Interpersonal Skills	Intermediate
	Procurement for Production Operations	Level 2		
	Production Operations	Level 2		
	Research	Level 3		
	Talent Casting	Level 3		

NOTE: \*Text in brackets refer to specialisations included in the job role

# Line Producer - Film

## JOB ROLE DESCRIPTION

The Line Producer - Film manages the entire production project to ensure its completion within budget and project timelines to retain its projected monetisation potential. He/She is responsible for driving the project by managing the production budget and project timelines, overseeing hiring of key cast and crew as well as the functioning of the production office to track production progress and resolving pressing issues. He also approves the location and vendor selection of large projects.

The work involves high-level project management, leadership of project teams and critical decision making from time to time. He is expected to liaise both internally and externally to ensure smooth production operations.

He ought to be an effective project manager with strong communication ability to manage stakeholders. He should be an astute financial manager with strong proficiency in budgetary planning and management. He is also expected to be well versed with all processes involved in a production lifecycle.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 4	Resource Management	Advanced
	Contract and Vendor Management	Level 5	Leadership	Advanced
	Crew Selection	Level 4	Teamwork	Advanced
	Emergency Response Management	Level 4	Decision Making	Advanced
	Legal and Compliance Management	Level 4	Interpersonal Skills	Advanced
	Procurement for Production Operations	Level 4		
	Production Budget Management	Level 4		
	Production Operations	Level 4		
	Production Planning and Scheduling	Level 5		
	Workplace Safety and Health	Level 3		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Producer - Film\* (Casting)

## JOB ROLE DESCRIPTION

The Producer - Film leads the end-to-end management of film production from a creative and operational perspective. He/She oversees and manages the entire lifecycle of film production from the ideation of content to pre-production, production, post-production to finally reaching the audience by distribution. He performs creative as well as management responsibilities and leads a team responsible for the creative coordination and logistical management of production to ensure smooth production operations. He leads production operations and spends long hours on the production location. He is also required to liaise with multiple internal and external stakeholders to have his proposals approved.

In some instances, he is also responsible for the hiring of the right cast for the production to enable the achievement of the creative vision of the production

The work involves leading projects or teams and provision of guidance to the production department in identifying projects with high customer and/or audience appeal and monetisation potential. He is expected to liaise with external and internal stakeholders.

He should have a flair for translating an idea or story into the desired end product. He needs to have a pulse of the audience to understand the type of content would succeed and should therefore be produced. He also needs to be an expert project manager to deliver a project on time and within budget.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 5	Decision Making	Advanced
	Content Distribution	Level 5	Creative Thinking	Advanced
	Crew Selection	Level 5	Problem Solving	Advanced
	Emergency Response Management	Level 5	Resource Management	Advanced
	Market Evaluation	Level 4	Leadership	Advanced
	Fundraising and Sponsorships	Level 5		
	Legal and Compliance Management	Level 5		
	Marketing Strategy	Level 5		
	Procurement for Production Operations	Level 5		
	Production Budget Management	Level 5		
	Talent Casting	Level 5		

NOTE: \*Text in brackets refer to specialisations included in the job role

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Executive Producer - Film

## JOB ROLE DESCRIPTION

The Executive Producer - Film leads the development and execution of production plans for multiple productions and provides direction regarding the nature of the content to be produced by the organisation based on creative and commercial rationale and driven by strong customer and/or audience insights. He/She is responsible for evaluating the creative and commercial aspects of content proposals, in consideration of the overall content strategy and makes business decisions to approve and fund the project. He should also seek external financing for the approved projects if required. He is also responsible for driving the monetisation strategy and plans for the projects he approves. He should also seek legal clearances, where required, to protect the interests of the organisation.

The work involves business leadership and provision of guidance to the production department in identifying projects with high customer and/or audience appeal and monetisation potential. He should also liaise with external and internal stakeholders. He is also expected to represent the organisation in external events or functions.

He ought to be resourceful with extensive industry networks. He should have a strong commercial acumen to analyse the monetisation potential of an idea. He should also be adept at communication and negotiation to enable effective stakeholder management.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 6	Decision Making	Advanced
	Content Distribution	Level 5	Global Mindset	Intermediate
	Fundraising and Sponsorships	Level 6	Leadership	Basic
	Market Evaluation	Level 5	Sense Making	Intermediate
	Marketing Strategy	Level 6	Resource Management	Advanced

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Production Manager\* (Location Scouting)

## JOB ROLE DESCRIPTION

The Production Manager manages the entire production from an operations standpoint, while ensuring adherence to the production schedule and budget. He/She is responsible for setting up the production office and onboarding production office staff to manage the day-to-day operations of the production. He builds relationships with all vendors to support the production and oversees the logistics management for production operations.

He may be required to scout for suitable locations for shooting based on artistic requirements and obtain the necessary permits from the relevant authorities.

He is expected to move around the work site often and liaise between different stakeholders.

He is required to have effective communication skills to liaise and coordinate with various production teams. He should have an eye for detail and numeric acumen to be able to prepare and track budgets as well as manage projects to ensure completion of the production project on time and within budget.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 4	Resource Management	Advanced
	Contract and Vendor Management	Level 4	Problem Solving	Advanced
	Crew Selection	Level 3	Teamwork	Intermediate
	Emergency Response Management	Level 4	Communication	Advanced
	Legal and Compliance Management	Level 3	Decision Making	Advanced
	Location Scouting	Level 4		
	Procurement for Production Operations	Level 4		
	Production Budget Management	Level 4, Level 5		
	Production Operations	Level 4		
	Production Planning and Scheduling	Level 4		
	Workplace Safety and Health	Level 3		

NOTE: \*Text in brackets refer to specialisations included in the job role

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Assistant Producer - Broadcast\* (Casting)

## JOB ROLE DESCRIPTION

The Assistant Producer - Broadcast supports various phases of broadcast content production by coordinating the business and creative aspects of the production. He/She is responsible for managing day-to-day aspects of the creative production operations by liaising with key cast and crew, implementing schedule and script changes under guidance and ensuring a smooth transition from production to post-production phase. He also conducts location searches based on the briefs provided to suggest suitable locations and materials while managing the necessary requirements from scripts, budgetary constraints as well as regulatory requirements.

He may be required to manage the end-to-end casting process which includes conducting research to identify upcoming talent, communicating requirements to talent agencies using casting calls, coordination of the audition process as well as the contracting process with the finalised cast.

He is an individual contributor with primarily project management and some creative responsibilities. He is expected to coordinate with a number of internal and external stakeholders in order to perform these responsibilities.

He needs to have an eye for detail and be meticulous to be able to plan, organise and manage his stakeholders well. A flair for creative storytelling will enable him to provide inputs for script refinement as well as communicate creative changes during production.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 3	Creative Thinking	Intermediate
	Concept Creation	Level 3	Communication	Intermediate
	Contract and Vendor Management	Level 3	Decision Making	Advanced
	Creative Storytelling	Level 3	Interpersonal Skills	Intermediate
	Crew Selection	Level 3	Problem Solving	Intermediate
	Emergency Response Management	Level 2		
	Legal and Compliance Management	Level 3		
	Location Scouting	Level 3		
	Procurement for Production Operations	Level 2		
	Production Budget Management	Level 3		
	Production Operations	Level 2		
	Production Planning and Scheduling	Level 3		
	Research	Level 3		
	Talent Casting	Level 3		

NOTE: \*Text in brackets refer to specialisations included in the job role

# Producer - Broadcast\* (Casting)

## JOB ROLE DESCRIPTION

The Producer - Broadcast leads the production of broadcast content by managing the production operations and budgets, providing creative direction to the production cast as well as overseeing post-production processes to lead the content to completion. He/She is responsible for ensuring the script readiness for production by collaborating with scriptwriters to develop the script in episodic series. He oversees the filming of the content and provides creative direction during filming. He manages the overall production operations, resolving issues and recommending solutions to improve the operations. He performs creative as well as management responsibilities and leads a team of roles responsible for the creative coordination and logistical management of production.

In some instances, he is also responsible for hiring of the right cast for the production to enable the achievement of the creative vision of the production.

The work involves leading projects or teams and provision of guidance to the production department in identifying projects with high customer and/or audience appeal and monetisation potential. He is expected to liaise with external and internal stakeholders.

He should have a flair for translating an idea or story into the desired end product. He needs to have a pulse of the audience to understand the type of content would succeed and should therefore be produced. He also needs to be an expert project manager to deliver a project on time and within budget.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 5	Creative Thinking	Advanced
	Concept Creation	Level 5	Problem Solving	Advanced
	Contract and Vendor Management	Level 5	Teamwork	Advanced
	Creative Storytelling	Level 5	Decision Making	Advanced
	Crew Selection	Level 4	Leadership	Intermediate
	Direction	Level 5		
	Emergency Response Management	Level 4		
	Fundraising and Sponsorships	Level 5		
	Immersive Design	Level 5		
	Legal and Compliance Management	Level 4		
	Location Scouting	Level 4		
	Market Evaluation	Level 4		
	Procurement for Production Operations	Level 3		
	Production Budget Management	Level 4		
	Production Operations	Level 4		
	Production Planning and Scheduling	Level 4		
	Talent Casting	Level 4		
	Video Editing	Level 4		

NOTE: \*Text in brackets refer to specialisations included in the job role

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Executive Producer - Broadcast

## JOB ROLE DESCRIPTION

The Executive Producer - Broadcast drives the execution of the organisation's content strategy and provides direction regarding the nature of the content to be produced based on creative and commercial rationale and driven by strong customer and/or audience insights. He/She is responsible for evaluating the creative and commercial aspects of content proposals, in consideration of the overall content strategy and take business decisions to approve and fund the project. He should also seek external financing and sponsorship for the approved projects if required. During the phases of production and post-production, he reviews content and provides creative inputs as well as gives the final approval for content release. He is also responsible for driving the monetisation strategy and plans for the projects he approves.

The work involves business leadership and provision of guidance to the production department in identifying projects with high customer and/or audience appeal and monetisation potential. He is expected to liaise with external and internal stakeholders.

He should be resourceful with extensive industry networks. He should also have a strong commercial acumen to analyse the monetisation potential of an idea. He ought to also be adept at communication and negotiation to enable effective stakeholder management.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 6	Decision Making	Advanced
	Concept Creation	Level 6	Leadership	Advanced
	Content Distribution	Level 4	Communication	Advanced
	Creative Storytelling	Level 5	Creative Thinking	Advanced
	Crew Selection	Level 5	Teamwork	Intermediate
	Emergency Response Management	Level 5		
	Fundraising and Sponsorships	Level 6		
	Legal and Compliance Management	Level 5		
	Market Evaluation	Level 5		
	Marketing Strategy	Level 5		
	Production Budget Management	Level 6		
	Talent Casting	Level 5		
	Video Editing	Level 4		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Assistant Director

## JOB ROLE DESCRIPTION

The Assistant Director supports the creative development of the content by coordinating the production operations. He/She is responsible for hiring the crew and support staff, developing and implementing production schedules, communicating the director's creative vision to the actors and providing creative inputs during editing. He breaks down the script into storyboards to guide the artists and works with the director to plan the shot order. He also oversees the securing of locations, props and other equipment.

The work requires meeting tight deadlines with a high level of coordination with production cast and crew, as well as planning and scheduling of shooting operations.

He is meticulous and is able to plan, organise and execute production schedules. He is required to be an effective communicator in order to manage stakeholders effectively. He should have an eye for detail and is able to make decisions under pressure.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Direction	Level 3, Level 4	Communication	Intermediate
	Emergency Response Management	Level 2, Level 3	Interpersonal Skills	Advanced
	Production Operations	Level 2, Level 3	Problem Solving	Advanced
	Production Planning and Scheduling	Level 4	Teamwork	Intermediate
			Creative Thinking	Intermediate

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Director\* (Single Camera Production, Multiple Camera Production)

## JOB ROLE DESCRIPTION

The Director brings content concepts and/or ideas to life using his/her artistic vision. He/She is responsible for developing an idea into impactful and engaging content by visualising and defining the style and structure of the production. During the pre-production phase, he guides script development and makes key decisions on cast, crew and locations. He directs the content shoot with creative direction to both cast and crew. He also manages the technical aspects of production such as the camera, lighting, design and special effects departments. He guides the post-production crew to achieve the final cut of the production.

He may also be required to manage single camera and multiple camera production operations by communicating production requirements to production teams and subsequently achieve the required shots for the production.

The work involves conceptualising a creative vision to deliver the content and driving its execution with creative direction. It also needs high amount of concentration, collaboration and creative thinking.

He ought to have a strong understanding of the entire content production process. He should possess a flair for storytelling to create compelling stories for various forms of visual media. He has an artistic vision to be able to visualise and create content for linear and non-linear forms of content. He should also be able to motivate teams to push the boundaries. He should have effective leadership, collaboration, communication and stakeholder management.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Creative Storytelling	Level 5	Creative Thinking	Advanced
	Crew Selection	Level 4, Level 5	Decision Making	Advanced
	Direction	Level 5	Communication	Advanced
	Immersive Design	Level 5	Leadership	Advanced
	Talent Casting	Level 4	Interpersonal Skills	Advanced
	Visual Style Development	Level 5		

NOTE: \*Text in brackets refer to specialisations included in the job role

# Senior Anchor/Senior Presenter/Anchor/Presenter - News

## JOB ROLE DESCRIPTION

The Senior Anchor/Senior Presenter/Anchor/Presenter - News delivers news stories to the broadcasting station's audience and is the public face or voice of the programmes broadcasted on various platforms. He/She is involved in the collection of news materials and is required to conduct research on stories and interview people who have accurate information on news events. He is also involved in the development and writing of content and is responsible for reviewing and editing materials written by other news reporters to ensure that the content is tailored to the target audience. He is required to host or co-host programmes by providing live commentaries and doing live interviews to create content that links closely to the stories.

He often works from a studio and may be expected to travel in order to present news from remote locations in the field related to a particular major news event. He follows a fixed working schedule, but may be required to work at odd hours, including weekends, to cover important events.

He should be an effective communicator with an understanding of news editorial process. He should ideally have a background in journalism or mass communications and possess an understanding of daily newscast content and media ethics. He ought to be able to improvise and ad-lib in a live on-camera setting and be able to work well with others across a variety of situations.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Legal and Compliance Management	Level 3	Communication	Advanced
	News Delivery and Presentation	Level 4	Interpersonal Skills	Advanced
	News Editing	Level 3	Sense Making	Advanced
	News Story Development	Level 3	Creative Thinking	Intermediate
	News Story Research	Level 3	Teamwork	Advanced
	Social Media Content Creation and Management	Level 3		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Reporter/Correspondent - News

## JOB ROLE DESCRIPTION

The Reporter/Correspondent - News is responsible for collecting, verifying and analysing information about newsworthy events to produce news stories that are fair, accurate, impartial and balanced. He/She is responsible for conducting research on the beat by identifying suitable research sources and organising them into themes to investigate and establish facts. He is also involved in field reporting and is required to develop written and visual content related to beats assigned for broadcast and social media platforms. In order to report breaking news quickly, he may be required to perform edits to visual and audio content.

He is expected to work outdoors and may be required to travel depending on the location of the event covered. During the coverage of news stories, he is expected to deliver work within tight timelines. He is also expected to be on standby and may be called upon to cover major events.

He ought to have knowledge on the relevant statutory regulations related to journalism. He is required to have effective writing skills and good interpersonal skills to build a network of contacts. He should be inquisitive, have strong perseverance to pursue a story idea and be able to meet tight deadlines.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Legal and Compliance Management	Level 3	Communication	Advanced
	News Delivery and Presentation	Level 2	Sense Making	Intermediate
	News Editing	Level 3	Interpersonal Skills	Intermediate
	News Story Development	Level 3	Creative Thinking	Intermediate
	News Story Research	Level 3	Digital Literacy	Intermediate
	Production Planning And Scheduling	Level 2		
	Social Media Content Creation and Management	Level 3		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Senior Reporter/Senior Correspondent - News\* (Visual Journalism)

## JOB ROLE DESCRIPTION

The Senior Reporter/Senior Correspondent - News is an on-the-scene reporter or journalist who specialises in a specific beat, which may include domestic affairs, international affairs, natural disasters, sports, war, crime or health issues. He/She manages the production processes to ensure it meets required schedules and budgets. He is responsible for evaluating all research gathered on a particular beat to determine the potential of the story. He manages the content creation process by directing the story angles and making edits to content based on its importance, length and format.

He may also be required to be a visual journalist and be able to produce ready-to-cast news content including presenting news stories in live or pre-recorded environments, shoot and edit audio, video and/or online copy for broadcast.

He is required to travel overseas and may need to travel to remote locations in foreign countries for news coverage. As such, familiarity with the target country's profile, culture and language is valued in this role. He does not work under a fixed schedule and may be required to work during weekends, nights and over consecutive weeks to cover newsworthy events. He works on the front-lines of breaking news and sometimes in dangerous situations. The work involves working with tight deadlines. He is encouraged to maintain a credible presence on various social media platforms.

He is expected to have knowledge of sound engineering and broadcasting systems. He should have effective verbal and writing skills and be adept at making editorial judgements. He is expected to work under pressure and maintain a professional image to the public. He should be ethical and be focused on delivering credible and truthful news. He is expected to have effective interpersonal skills to build reliable contacts who are good information sources.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Legal and Compliance Management	Level 3	Communication	Advanced
	News Delivery and Presentation	Level 3	Sense Making	Intermediate
	News Editing	Level 4	Decision Making	Advanced
	News Story Development	Level 4	Teamwork	Advanced
	News Story Research	Level 4	Interpersonal Skills	Advanced
	Production Budget Management	Level 3		
	Production Planning And Scheduling	Level 2		
	Social Media Content Creation and Management	Level 4		

NOTE: \*Text in brackets refer to specialisations included in the job role

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Assistant Producer - News/Current Affairs

## JOB ROLE DESCRIPTION

The Assistant Producer - News/Current Affairs supports the production of news or current affairs content for the channel. He/She supports the content development efforts on various platforms by assisting in the research activities for assigned beats, assisting in developing the content for write ups and monitoring wires and news feeds to highlight breaking news to production teams for follow up. He supports the news/current affairs production process by tracking the progress of story development to ensure teams keep within production timelines and working closely with various production teams to ensure a smooth production.

He works in a newsroom but may be assigned field activities at times. He should be able to adapt quickly to changes and perform well in a dynamic environment.

He should have relevant experience working with a production setup and have a basic understanding of operating cameras, sound and editing systems. He ought to be an effective communicator. He should be a fast writer and have good news judgement.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Legal and Compliance Management	Level 3	Communication	Advanced
	News Story Research	Level 2	Interpersonal Skills	Basic
	Production Operations	Level 2	Teamwork	Basic
	Production Planning And Scheduling	Level 3	Resource Management	Basic
	Social Media Content Creation and Management	Level 2	Problem Solving	Intermediate

# Senior Producer/Producer - News

## JOB ROLE DESCRIPTION

The Senior Producer/Producer - News is responsible for managing the daily news agenda, overall news content and flow of a newscast. He/She has an overview of the agendas being pursued and looks out for newsworthy stories that will attract and engage target audience. He manages the resourcing of news content and is responsible for assigning news stories to internal teams. He is also required to edit scripts and reports that are submitted for the newscast and ensure that editorial guidelines and policies set by the organisation are adhered to. He is in charge of maintaining the newscast's presence and image on social media platforms and monitors the competitors' activities and trends. In addition, he collaborates with the production teams to ensure continuity of content across different programmes throughout the day.

He typically works in a newsroom but may be assigned field activities at times. He should be able to adapt quickly to changes and perform well in a dynamic environment.

He should have knowledge of local and international current affairs. He should also have relevant experience working with production set-ups and have an understanding of the operations of cameras, sound systems and editing systems. He ought to be an effective communicator with understanding of verbal and written communication. He is a good people manager and is able to coach and mentor team members.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Legal and Compliance Management	Level 4	Communication	Intermediate
	News Bulletin Production	Level 4	Sense Making	Intermediate
	News Editing	Level 4	Interpersonal Skills	Advanced
	News Story Development	Level 4	Teamwork	Intermediate
	News Story Research	Level 4	Resource Management	Intermediate
	Production Operations	Level 3		
	Social Media Content Creation and Management	Level 4		

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Senior Producer/Producer - Current Affairs

## JOB ROLE DESCRIPTION

The Senior Producer/Producer - Current Affairs is responsible for the development of current affairs stories broadcasted on television channels. He/She is responsible for building the content development pipeline by identifying relevant current affairs topics that are of interest to target audience based on market data and user feedback. He is also responsible for reviewing the content to ensure it is accurate and objective as well as review the script to align with the footage captured. He is expected to lead innovation efforts in content development and implement digital strategies to maximise reach and engagement. In addition, he is also expected to participate in fundraising and sponsorship initiatives to secure required budgets for production.

He typically works in a newsroom but may be assigned field activities at times. He should be able to adapt quickly to changes and perform well in a dynamic environment.

He ought to be systematic, highly organised and has the ability to communicate effectively. He should also have creative writing abilities and a background in journalism or mass communications. He should also be familiar with camera, sound and editing systems.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Fundraising and Sponsorships	Level 4	Communication	Intermediate
	Legal and Compliance Management	Level 4	Resource Management	Basic
	News Editing	Level 4	Teamwork	Intermediate
	News Story Development	Level 4	Sense Making	Intermediate
	News Story Research	Level 4	Problem Solving	Intermediate
	Production Budget Management	Level 3		
	Production Operations	Level 3		
	Production Planning And Scheduling	Level 4		
	Social Media Content Creation and Management	Level 4		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Executive Editor/Executive Producer - News and Current Affairs

## JOB ROLE DESCRIPTION

The Executive Editor/Executive Producer - News/Current Affairs is responsible for the overall operations and development of news and current affairs programme concepts. He/She is responsible for guiding the team to develop the most salient points in a story and vets stories for accuracy, objectivity and timeliness. He works together with sales and marketing teams and other partners to create and coordinate content, launch events, campaigns and promotion plans to increase viewership. He also manages post-broadcast issues and ensures that production complies with all policies and regulations.

He works in a newsroom but may be assigned field activities at times. He should be able to adapt quickly to changes and perform well in a dynamic environment.

He requires a thorough knowledge of current affairs locally and internationally. He should have experience in managing budgets and be able to identify management issues of individual departments. He possesses strong editorial sensitivity and the ability to prioritise and interpret the key stories of the day. He should be an effective negotiator. He also should have an expert command of language, effective oral and written communication. He ought to have a good understanding of camera, sound and editing systems.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Fundraising and Sponsorships	Level 5	Communication	Advanced
	Legal and Compliance Management	Level 4	Problem Solving	Advanced
	News Bulletin Production	Level 5	Leadership	Advanced
	News Editing	Level 5	Resource Management	Intermediate
	News Story Development	Level 5	Developing People	Intermediate
	Production Budget Management	Level 4		
	Production Operations	Level 4		
	Production Planning and Scheduling	Level 4		
	Social Media Content Creation and Management	Level 5		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Chief Editor

## JOB ROLE DESCRIPTION

The Chief Editor is responsible for leading and managing the news and current affairs editorial teams. He/She sets the direction of the team and oversees the operations of the news and current affairs department. He ensures that the content produced by the department is journalistically sound and meets professional standards. He oversees the editorial budgets and ensures that the financial objectives of the department are being met.

He works in a newsroom but is expected to travel out of the office often to engage with external counterparts, newsmakers and other related stakeholders. He does not follow a fixed schedule and works at irregular hours.

He ought to be a good leader. He is meticulous as well as tactful enough to be able to manage a team of editors with minimal conflict. He takes direct responsibility for the final broadcast of content. He should possess the ability to communicate with people from all levels within the organisation and should have an eye for detail.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Fundraising and Sponsorships	Level 6	Decision Making	Advanced
	Legal and Compliance Management	Level 5	Leadership	Advanced
	News Bulletin Production	Level 6	Developing People	Advanced
	News Editing	Level 6	Problem Solving	Advanced
	News Story Development	Level 6	Resource Management	Advanced
	Production Budget Management	Level 5		
	Social Media Content Creation and Management	Level 6		

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Notes

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# Visual Graphics

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NOTE: \*Denotes job roles with specialisations



## Lighting Artist and Compositor

Roger Lee

Walt Disney Animation Studios

### BRINGING VISUALS TO LIFE

Roger Lee's love for the arts, especially in drawing and painting began when he was a young boy. The Animation and Visual Effects industry appealed to him greatly, as he could create art using the latest technology. Prior to moving to the U.S. to work at Walt Disney Animation Studios, the 17-year industry veteran honed his skills as a computer graphic artist in a few companies in Singapore.

A 3D artist in the animation industry does many tasks, each task requiring specialised skills worthy of being regarded as independent job roles in themselves. These specialisations like modelling, rigging, texturing, digital lighting and compositing, operate like a production line, value-adding to the entire animation film production process.

Lighting and compositing are the final stages of an animated feature production pipeline. Roger spends hours in front of the monitor, using colour and lights to emphasise or enhance the shift of moods in the story, for the final look of the images that the audience see on the screen. His hard work has paid off. "Getting to work on four Oscar winners and two Golden Globe winners for Best Animated Features such as *Zootopia*, *Big Hero 6*, *Frozen* and *Rango* were some memorable moments in my career," he recalls. He finds it extremely rewarding when his family, especially his kids, get to see his work on the big screen and get all excited about it.

A popular misconception the audience has when watching animated films is that the job of a 3D artist or animator is fun and glamorous. However, they are often unaware of the weeks and months spent on just a few shots, and the wireframes and pixels the team has

"Having a relatively high EQ is very important to do well in a highly collaborative work environment where it takes hundreds of artists to make a movie."

to stare at all day. He also has to spend time attending meetings on shot reviews, and show updates to his supervisors and directors.

"Being able to perform at the level where you get to stay on to work on project after project in a world-class studio such as Disney Animation Studios can be incredibly satisfying and humbling, considering that you are up against some of the best talents in the world for a place in the studio," Roger shares about his career.

He observes that video on demand and virtual reality are two current trends that are likely to create plenty of job opportunities for those in the animation, games and visual effects segments both locally and overseas. "Be passionate about your craft and persevere when the industry isn't all rosy. The industry is always cyclical. You want to get yourself prepared so that when the next wave comes, you are up for the challenge when an opportunity arises," Roger advises.

Roger believes that the Skills Framework sets the expectations before anyone enters the industry. It also provides guidance on the available career paths. This also helps students to choose courses and schools that are in-line with their career aspirations.

For the time being, Roger is happy to do his part in the Hollywood animation film production chain, by turning a great story into a stunning visual narrative, through his lighting and compositing skills.

Roger looks forward to the day when he returns to Singapore to contribute to the local media scene by either starting his own animation and visual effects company or heading an existing studio.

# 2D Artist\* (Concept Art/Background Art/Character Art, Storyboarding)

## JOB ROLE DESCRIPTION

The 2D Artist creates art as per instructions to support the creative production processes. He/She is responsible for producing sketches and/or artwork based on oral instructions and drawing sketches from different angles.

He may create concept art to enable the visualisation of characters, periods or environments, and backgrounds. He may be involved in the creation of art assets for characters or backgrounds and environments as per production requirements for games, animated films or visual effects for live-action films. He may also be involved in creating hand-drawn or digital storyboards to enable the visualisation of the flow of a production script and the determination of the composition of each shot.

The work involves working in an individual capacity to deliver creative outcomes as part of a team in a project environment. He spends significant time in research and regularly attends team meetings to align expectations with the team.

He should have the creative talent to deliver high quality artwork as well as be highly collaborative to support the alignment of the creative direction of the team's deliverables. He may require creative storytelling abilities to create storyboards. He should also plan well to be able to deliver his work on time.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	2D Animation	Level 2^	Creative Thinking	Basic
	Concept Art Creation	Level 2^	Teamwork	Basic
	Concept Creation	Level 3	Digital Literacy	Advanced
	Research	Level 1, Level 2	Problem Solving	Basic
	Storyboarding	Level 3^^	Sense Making	Basic

NOTE: \*Text in brackets refer to specialisations included in the job role

NOTE: ^Skills needed for Concept Art/Character Art/Background Art

NOTE: ^^Skills needed for Storyboarding

# Senior 2D Artist\* (Concept Art/Background Art/Character Art, Storyboarding)

## JOB ROLE DESCRIPTION

The Senior 2D Artist leads the development of art assets to contribute to the production's creative vision. He/She is responsible for developing complex artwork for concept art and art assets for production. He also guides a team of artists in executing simpler artwork and learning complex art.

He may lead the development of concept art to enable the artistic visualisation of script, characters, periods and environments. He may also lead the development of production art assets for characters or environments and backgrounds. He may also lead the development of storyboards for animated or live-action content to guide the determination of shots required for a scene, for which he may develop entire storyboards or lead a team in developing storyboard panels.

The work involves delivering on individual goals for art asset development as well as guiding others in delivering creative outcomes as part of a team in a project environment. He spends most of his time in creative ideation and execution of project deliverables as well as in discussions to align expectations with the team.

He should be able to generate new creative ideas and develop plans to implement them. He should have an eye for creative detail to be able to critique ideas. He should be able to guide and coach less experienced team members. He should also be proficient at communication, collaboration and stakeholder management to align various stakeholders with his ideas and plans.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	2D Animation	Level 3 <sup>^</sup>	Creative Thinking	Intermediate
	Concept Art Creation	Level 3 <sup>^</sup>	Digital Literacy	Advanced
	Concept Creation	Level 4	Teamwork	Intermediate
	Research	Level 3	Problem Solving	Intermediate
	Storyboarding	Level 4 <sup>^^</sup>	Sense Making	Advanced

NOTE: \*Text in brackets refer to specialisations included in the job role

NOTE: <sup>^</sup>Skills needed for Concept Art/Character Art/Background Art

NOTE: <sup>^^</sup>Skills needed for Storyboarding

# Lead 2D Artist

## JOB ROLE DESCRIPTION

The Lead 2D Artist establishes a cohesive art vision in collaboration with the creative leadership to achieve the creative direction of projects. He/She is responsible for managing the art team and the production of art assets. He maintains the art schedules and ensures that the production processes are executed smoothly.

The work involves leading creative asset development in a project environment, people management and collaboration with multiple stakeholders.

He is a team leader, an effective people and project manager, and works within available resources and constraints. He should have an eye for creative detail to critique creative ideas, plans and assets. He possesses strong communication and influencing skills to align various stakeholders with his ideas and plans.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	2D Animation	Level 4	Interpersonal Skills	Advanced
	Concept Art Creation	Level 4	Leadership	Advanced
	Concept Creation	Level 5	Decision Making	Advanced
	Research	Level 4	Problem Solving	Advanced
			Resource Management	Intermediate

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Animator

## JOB ROLE DESCRIPTION

The Animator supports animation production by developing animation assets as per instructions provided. He/She is responsible for delivering animation assets for production while developing skills to deliver complex animation sequences.

The work involves working in an individual capacity to deliver creative outcomes as part of a team in a project environment. He spends significant time in research and regularly attends team meetings to align expectations with the team.

He should understand and have a keen sense of performance theatrics, emotion and timing. He should be able to plan his own work and communicate effectively with team members and other stakeholders to function effectively as part of a project team.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	3D Animation	Level 2	Teamwork	Basic
	Compositing Visuals	Level 2	Computational Thinking	Basic
	Concept Creation	Level 3	Sense Making	Basic
	Research	Level 1, Level 2	Creative Thinking	Basic
			Communication	Basic

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Senior Animator

## JOB ROLE DESCRIPTION

The Senior Animator leads the development of animation assets to support the execution of the production's creative vision. He/She is responsible for developing complex animation assets for production. He also mentors a team of animators in executing animation sequences and complex animation techniques.

The work involves delivering on individual goals for art asset development as well as guiding others in delivering creative outcomes as part of a team in a project environment. He spends most of his time in creative ideation and execution of project deliverables as well as in discussions to align expectations with the team.

He should be able to generate new creative ideas and develop plans to implement them. He should have an eye for creative detail to be able to critique ideas. He should be able to guide and coach less experienced team members. He should also be proficient at communication, collaboration and stakeholder management to align various stakeholders with his ideas and plans.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	3D Animation	Level 3	Creative Thinking	Intermediate
	Compositing Visuals	Level 3	Digital Literacy	Advanced
	Concept Creation	Level 4	Teamwork	Intermediate
	Research	Level 3	Problem Solving	Intermediate
			Sense Making	Advanced

# Lead Animator

## JOB ROLE DESCRIPTION

The Lead Animator establishes a cohesive animation vision in support of the creative direction of the project, manages the animation team and the production of animation assets. He/She is responsible for maintaining the animation development schedule and ensuring that the production processes are executed smoothly and synchronised with other production processes.

The work involves creative leadership in a project environment, people management and collaboration with multiple stakeholders to align overall production processes.

He is a team leader and an effective people and project manager. He delivers on the project requirements within available resources and constraints. He should have an eye for creative detail to critique creative ideas, plans and assets. He possesses strong communication and influencing skills to align various stakeholders with his ideas and plans.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	3D Animation	Level 4	Leadership	Advanced
	Compositing Visuals	Level 4	Creative Thinking	Advanced
	Concept Creation	Level 5	Decision Making	Advanced
	Immersive Design	Level 4	Interpersonal Skills	Advanced
	Research	Level 4	Resource Management	Basic

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# 3D Artist\* (Modelling/Rigging/Texturing, Digital Lighting, Digital Compositing)

## JOB ROLE DESCRIPTION

The 3D Artist creates 3D assets to meet the production requirements for games, animated films and live-action films. He/She is responsible for creating specific elements assigned based on specialisation or skill-set.

He may create 3D art assets in one or more of modelling, rigging, surfacing and texturing, digital lighting and digital compositing specialisations.

The work involves working in individual capacity to deliver creative outcomes as part of a team in a project environment. He spends significant time in research and regularly attends team meetings to align expectations with the team.

He should be a creative thinker with a sense of design, layout, colour and composition. He should be able to plan his own work and communicate effectively with team members and other stakeholders to function effectively as part of a project team.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	3D Modelling	Level 2^	Creative Thinking	Intermediate
	Colour Grading	Level 2	Communication	Basic
	Compositing Visuals	Level 2^^	Teamwork	Basic
	Concept Creation	Level 3	Interpersonal Skills	Basic
	Digital Lighting	Level 2^^^	Problem Solving	Intermediate
	Research	Level 1, Level 2		
	Rigging for Animation	Level 2^		
	Surfacing and Texturing	Level 2^		

NOTE: \*Text in brackets refer to specialisations included in the job role

NOTE: ^Skills needed for Modelling/Rigging/Texturing

NOTE: ^^Skills needed for Digital Compositing

NOTE: ^^^Skills needed for Digital Lighting

# Senior 3D Artist\* (Modelling/Rigging/Texturing, Digital Lighting, Digital Compositing)

## JOB ROLE DESCRIPTION

The Senior 3D Artist leads the execution of 3D art processes for games, animated films and live-action films. He/She is responsible for overseeing the production of specific portions of the 3D art requirements based on his area of specialisation. He develops complex 3D art elements and reviews and refines the deliverables of the junior team members. He also assembles the entire allocated asset requirements and presents it to the creative leadership for review and integration.

He may lead the development of 3D art assets in modelling, rigging, surfacing and texturing, digital lighting and compositing specialisations within 3D art, where he would be responsible for delivering assets developed by himself as well as guide junior team members in delivering 3D assets as per desired standards.

The work involves delivering on individual goals for art asset development as well as guiding others in delivering creative outcomes as part of a team in a project environment. He spends most of his time in creative ideation and execution of project deliverables as well as in discussions to align expectations with the team.

He should have strong sense of design, layout, colour and composition. He should be able to guide and coach less experienced team members and communicate effectively in order to deliver his responsibilities. He should be well organised to work effectively in a project environment.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	3D Modelling	Level 3^	Communication	Intermediate
	Colour Grading	Level 3	Interpersonal Skills	Intermediate
	Compositing Visuals	Level 3^^	Creative Thinking	Intermediate
	Concept Creation	Level 4	Teamwork	Intermediate
	Digital Lighting	Level 3^^^	Decision Making	Intermediate
	Research	Level 3		
	Rigging for Animation	Level 3^		
	Surfacing and Texturing	Level 3^		

NOTE: \*Text in brackets refer to specialisations included in the job role

NOTE: ^Skills needed for Modelling/Rigging/Texturing

NOTE: ^^Skills needed for Digital Compositing

NOTE: ^^^Skills needed for Digital Lighting

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Lead 3D Artist\* (Live-action Visual Effects)

## JOB ROLE DESCRIPTION

The Lead 3D Artist leads the creation of the desired appearance of the production by delivering 3D art that achieves the creative vision of the production. He/She is responsible for planning and delivering 3D art with the 3D art team. He ascertains the 3D art requirements for every shot and recommends suitable approaches to meet the creative vision of the production.

He may direct visual effects for live-action films by collaborating with creative as well as technical teams and may be involved in instructing talent to align performance and motion with visual effects requirements.

The work involves providing creative leadership to the 3D art team while engaging with multiple stakeholders to ideate, execute and refine visual effects. The work also requires long working hours and may include travel to other locations.

He is a team leader, an effective people and project manager, and works within available resources and constraints. He should have an eye for creative detail to critique creative ideas, plans and assets. He possesses strong communication and influencing skills to align various stakeholders with his ideas and plans.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	3D Modelling	Level 4	Leadership	Advanced
	Colour Grading	Level 4	Decision Making	Advanced
	Compositing Visuals	Level 4	Communication	Advanced
	Concept Creation	Level 5	Problem Solving	Advanced
	Digital Lighting	Level 4	Resource Management	Advanced
	Immersive Design	Level 4		
	Research	Level 4		
	Rigging for Animation	Level 4		
	Surfacing and Texturing	Level 4		

NOTE: \*Text in brackets refer to specialisations included in the job role

# Creative Director/Creative Supervisor/ 3D Art Supervisor

## JOB ROLE DESCRIPTION

The Creative Director/Creative Supervisor/3D Art Supervisor establishes the creative vision for the production content with the objective of delivering an impactful story in the visual medium. He/She is responsible for analysing the script to understand the overall mood and flow. He also develops the visual styles and overall look and feel of the content to deliver visual impact. He leads the execution of the creative vision by guiding the creative teams in delivering quality art and animation assets. He also guides the creative process when planning advertising and promotion activities for developed content.

The work involves being the custodian of the entire creative accountability for a project or multiple projects. He spends most of his time in guiding creative teams in delivering high quality outcomes. He also spends significant time in ideating the creative direction for specific projects.

He should be effective at planning and organising as well as stakeholder management to deliver as per project requirements and timelines. He needs to have the storytelling abilities as well as the ability to realise stories in the visual medium. He is also required to have expert knowledge of 2D and 3D art and animation to be able to guide the creative teams.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	2D Animation	Level 5	Leadership	Advanced
	3D Animation	Level 5	Decision Making	Advanced
	3D Modelling	Level 5	Interpersonal Skills	Advanced
	Compositing Visuals	Level 5	Problem Solving	Advanced
	Concept Art Creation	Level 5	Developing People	Advanced
	Concept Creation	Level 5		
	Digital Lighting	Level 5		
	Immersive Design	Level 5		
	Research	Level 5		
	Rigging for Animation	Level 5		
	Surfacing and Texturing	Level 5		

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

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NOTE: \*Denotes job roles with specialisations



## Founder/ Cinematographer

M. Senthilnathan  
t-eight Pte Ltd

### IN YOUR PROFESSION, YOUR ATTITUDE DETERMINES YOUR ALTITUDE

M. Senthilnathan, a cinematographer with more than 17 years' experience, started his own company and has been garnering his wealth of experience working as the Director of Photography in numerous projects. He first started as a freelance cameraman after graduating with a film diploma in 2001. Gradually, Senthil gained experience working as the cameraman on TV drama sets as well as working on corporate video projects. He also took on grip and gaffer roles to learn about the different technical aspects of production.

After gaining expertise and developing a network of fellow professionals in the industry, Senthil began receiving more project assignments and referrals. This prompted him to start his own company, t-eight Pte Ltd in 2006 as he became more confident of generating a regular income from his work.

In 2011, Senthil decided to challenge himself by doing high speed camera work which involves using specialised cameras that capture images up to 45 times slower than normal cameras. These cameras are able to shoot at 1,000 frames per second compared to 25 frames per second for normal cameras. Soon he was hired by film crews and advertisers to work on specific parts of a film or commercial which require slow motion effects.

To deepen his skills in high speed camera work, Senthil took advantage of the then-MDA's Talent Assistance Scheme to attend a workshop at a renowned training provider in New York. He advises, "It's good to upgrade and constantly learn and improve your craft."

"If you fail to prepare, you  
prepare to fail."

At t-eight, a large part of his daily job scope includes attending and preparing for shoots, understanding client's brief and conducting location reccees. Pre-production is key in his work. He adds, "If you fail to prepare, you prepare to fail", a sacred mantra that he religiously adheres to in his daily work.

Despite the challenge of working in a fast-paced and dynamic environment, Senthil enjoys his work, especially meeting new people in each of his projects, noting also that people and client management skills are paramount at work. In fact, he enjoys his work so much that he hopes to keep doing what he does for as long as he can.

Having attended several short workshops and seminars, Senthil feels that the SkillsFuture and IMDA's skills development initiatives are timely as they provide individuals the platform to network and acquire new skills. He further adds that "how far you want to go in the industry, will depend on how much time and effort you put in to learn by yourself."

As a final word of advice to aspiring camera operators, Senthil says, "Expose yourself to new experiences often so that when you film, you can reach out and touch your audience better."

# Art Department Assistant/Set Dresser

## JOB ROLE DESCRIPTION

The Art Department Assistant/Set Dresser supports the realisation of the art vision for the production by coordinating the pre-production and production processes for art, set and props design and development. He/She is responsible for assisting in the gathering of requirements for art, set and props and ensuring the availability of materials required for the creation of technical drawings, scale models and prop samples. He coordinates and ensures the alignment of art, set design and props development by communicating with all the teams.

The work involves high levels of coordination between various teams and also includes performing runner duties. He operates in a fast-paced and dynamic environment where he is required to react quickly according to instructions.

He should be effective at planning and organising as well as stakeholder management. He ought to be comfortable with sketches and technical drawings as well as fundamentals of set and props development. He is also required to be an effective communicator.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Production Design	Level 3	Communication	Basic
	Production Operations	Level 1	Creative Thinking	Basic
	Prop Design	Level 1	Teamwork	Basic
	Set Construction	Level 1, Level 2	Interpersonal Skills	Basic
	Set Design	Level 3	Problem Solving	Basic
	Workplace Safety and Health	Level 1		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Set Designer\* (Set Decoration, Props Management)

## JOB ROLE DESCRIPTION

The Set Designer executes the realisation of the overall visual aspects of the production by conceptualising the set design or locations for film, video or a concept based on the script and the overall visual concept. He/She is responsible for studying scripts and interpreting the descriptions of locations, creating sketches and drawings, translating these into technical drawings and models for sets to be built or locations to be identified and prepared. He lays out a comprehensive set of requirements for the materials needed for set design. He oversees the right look or feel for a production and ensure that other areas of technical production such as lighting or sound recording are aligned with the set. He also identifies and commissions set construction vendors. He prepares cost estimates for set design and construction and manages project schedule of his team. He oversees the construction of set and ensures that the sets evoke the intended style, mood and theme.

He/She may specialise in areas related to set decorating or props management. He should be able to identify the artistic requirements for the set based on the production script and also manage the selection, usage and maintenance of props.

The work involves creative ideation and realisation of visual elements and high amounts of coordination with props, camera, lighting and electricity crew. The work may be performed in a studio or outdoors.

He should have the knowledge of design techniques, tools and principles involved in development of technical sketches, blueprints, drawings and models. He needs to have a creative bent of mind and should be detail-oriented. He needs to have knowledge of various materials and fabrication techniques to understand how to best realise visual elements. He is required to work in a team and be able to deliver work under pressure in order to meet strict deadlines.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Procurement for Production Operations	Level 3	Communication	Intermediate
	Production Budget Management	Level 3	Creative Thinking	Intermediate
	Production Design	Level 4	Teamwork	Intermediate
	Production Operations	Level 2	Interpersonal Skills	Intermediate
	Prop Design	Level 2	Problem Solving	Intermediate
	Set Construction	Level 3		
	Set Design	Level 4		
	Workplace Safety and Health	Level 1		

NOTE: \*Text in brackets refer to specialisations included in the job role

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Art Director

## JOB ROLE DESCRIPTION

The Art Director oversees the alignment of the overall visual aspect of films, videos or concepts. He/She is responsible for ensuring that the content achieves the desired look, stimulates mood and appeals to the target audience. He is involved from very early stages of pre-production to look at scripts or screenplay to assess the visual qualities that will help to create the atmosphere and bring the story to life. He provides expert advice and recommendation on how best to shoot the film including use of sets and locations, make-up, hair, costumes, visual theme etc. He oversees the development of design sketches, technical drawings and models for building of sets and adapting locations including design elements that may require computer-generated imagery (CGI). During the production stage, he manages many large teams to oversee the development of sets or preparation of locations, hair and make-up for the actors.

The work involves high levels of creative thinking and collaboration with the creative leadership as well as providing leadership and creative direction to the art department.

The Art Director handles the production budget, visualises scenes from the scripts and realises it using sets, props and character appearances. He is a strong leader and people manager. He should be meticulous and highly organised. He has a creative mindset and is able to solve complex problems.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Procurement for Production Operations	Level 4	Communication	Advanced
	Production Budget Management	Level 4	Creative Thinking	Advanced
	Production Design	Level 5	Problem Solving	Intermediate
	Production Operations	Level 3	Decision Making	Intermediate
	Prop Design	Level 3	Interpersonal Skills	Intermediate
	Set Construction	Level 4		
	Set Design	Level 5		
	Visual Style Development	Level 5		
	Workplace Safety and Health	Level 4		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Vision Mixer/Switcher

## JOB ROLE DESCRIPTION

The Vision Mixer/Switcher supports the studio operations by editing programmes “live” using a variety of transition methods. He/She is responsible for selecting and transitioning images from various sources, performing live digital effects and inserting pre-recorded materials according to the director’s instructions to create the master output.

The work involves high levels of concentration to deliver a smooth production, amidst high pressure. He is also required to work shifts to accommodate the production requirements.

He should be detail-oriented and be able to multi-task. He needs to have strong visual and aural awareness and excellent colour vision.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Creative Storytelling	Level 3	Problem Solving	Advanced
	Media File Formats Conformation	Level 3	Communication	Intermediate
	Storyboarding	Level 3	Digital Literacy	Intermediate
	Video Editing	Level 3	Teamwork	Intermediate
	Vision Mixing	Level 3	Sense Making	Intermediate

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Studio Director/Outside Broadcast Director

## JOB ROLE DESCRIPTION

The Studio/Outside Broadcast (OB) Director oversees the floor and the technical operations of the studio. He/She is responsible for communicating the director's creative vision and providing instructions to the crew on delivery of outputs for broadcast. He is responsible for managing multiple-camera filming by providing inputs on the positioning of cameras, guiding the production crew and talent on the shot requirements for each scene. During the broadcast of live events, he decides on scenes to be broadcasted to viewers.

The work involves meeting tight deadlines with high levels of coordination with production cast and crew as well as planning and scheduling of studio operations. He may be expected to travel to various production locations.

He should be proficient in planning, organising and communicating to be able to manage multiple issues that may occur during production as well as the stakeholders from various teams. He should be familiar with the operations of studio equipment. He is also required to have an eye for detail and ability to make decisions under pressure.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Concept Creation	Level 4	Decision Making	Advanced
	Creative Storytelling	Level 4	Communication	Advanced
	Crew Selection	Level 4	Creative Thinking	Advanced
	Direction	Level 4	Leadership	Advanced
	Media File Formats Conformation	Level 4	Developing People	Basic
	Script Writing	Level 4		
	Storyboarding	Level 4		
	Studio Graphics Operations	Level 4		
	Talent Casting	Level 3		
	Video Editing	Level 4		
	Vision Mixing	Level 4		
	Workplace Safety and Health	Level 4		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Floor Manager

## JOB ROLE DESCRIPTION

The Floor Manager executes the studio floor operations. He/She coordinates the talents, crew, props, set and studio equipment. During production, he relays cues between the director in the control room and talents on the studio floor using hand signals or talk-back devices. He manages the audience, directs traffic in the studio and assists with set changes in order to ensure the smooth running of the production and studio operations. He also ensures safety of the people in the studio.

The work involves high level of coordination and concentration to ensure smooth production operations. He is required to work shifts to accommodate the production requirements.

He should be able to multi-task and should have the ability to foresee and solve issues that disrupt studio operations. He should be familiar with the production requirements and roles of technical positions in the studio to be able to perform his role effectively. He is also required to receive, interpret and convey information accurately and concisely.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Contract and Vendor Management	Level 3	Communication	Intermediate
	Emergency Response Management	Level 2	Problem Solving	Advanced
	Legal and Compliance Management	Level 3	Resource Management	Intermediate
	Procurement for Production Operations	Level 3	Service Orientation	Basic
	Production Budget Management	Level 3	Sense Making	Intermediate
	Production Operations	Level 2		
	Production Planning and Scheduling	Level 3		
	Studio Technical Production	Level 3		
	Workplace Safety and Health	Level 3		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Technical Support Operator\* (Video Tape and/or Video Technical Operations, Camera Control Unit Operations, Studio Graphics Operations)

## JOB ROLE DESCRIPTION

The Technical Support Operator operates recording equipment to record videos from various sources to fulfil the requirements of studio production for video tape and/or technical (VT) operations. He/She also controls the quality of video output from cameras in terms of colour balance and lighting for camera-control unit (CCU) operations. He prepares and displays on-screen graphics for live productions or outside broadcasting events using on-air graphics devices for studio graphics operations.

He may work across one or multiple areas of studio technical operations specialisations which may include VT operations, CCU and studio graphics operations.

The work requires high levels of concentration to deliver a smooth production, amidst high pressure. He operates in a fast-paced and dynamic environment where he should be responsive with the ability to react quickly under pressure. He is required to work shifts to accommodate the production requirements.

He should be detail-oriented and be able to multi-task. He should be comfortable in the technical aspects of the areas he is responsible for. He should also be an effective communicator to be able to coordinate with multiple stakeholders.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Colour Grading	Level 3 <sup>^</sup>	Digital Literacy	Advanced
	Media File Formats Conformation	Level 3 <sup>^^</sup>	Creative Thinking	Intermediate
	Studio Graphics Operations	Level 3 <sup>^^^</sup>	Decision Making	Intermediate
	Vision Mixing	Level 2 <sup>^</sup>	Teamwork	Intermediate
			Problem Solving	Intermediate

NOTE: \*Text in brackets refer to specialisations included in the job role

NOTE: <sup>^</sup>Skills needed for Camera Control Unit (CCU) operations

NOTE: <sup>^^</sup>Skills needed for Video Tape and/or Video Technical (VT) Operations

NOTE: <sup>^^^</sup>Skills needed for Studio Graphics operations

# Studio Technical Director

## JOB ROLE DESCRIPTION

The Studio Technical Director establishes and maintains smooth technical production processes and collaborates with members of the production team to achieve the production objectives. He/She is responsible for the technical aspects of design, management and execution of live productions. He ensures that the technical equipment in the studio is functional and well-maintained and oversees the technical quality of all video sources. In smaller productions, he may perform vision control duties as well.

The work involves meeting tight deadlines with high levels of coordination between the production cast and crew, as well as planning and scheduling of studio operations. He operates in a fast-paced dynamic environment and requires high attention to technical details, including the ability to respond quickly to any changes under pressure.

He should be able to provide technical guidance to his team and liaise with multiple stakeholders to align the planning of media operations. He is also required to be effective at planning, organising, people management and stakeholder management.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Contract and Vendor Management	Level 4	Computational Thinking	Advanced
	Emergency Response Management	Level 3	Digital Literacy	Advanced
	Legal and Compliance Management	Level 4	Communication	Intermediate
	Procurement for Production Operations	Level 4	Resource Management	Advanced
	Production Budget Management	Level 4	Teamwork	Advanced
	Production Operations	Level 3		
	Production Planning and Scheduling	Level 4		
	Studio Technical Production	Level 4		
	Workplace Safety and Health	Level 4		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# 2nd Assistant Cameraman/Clapper/Loader\* (Data Wrangling)

## JOB ROLE DESCRIPTION

The 2nd Assistant Cameraman/Clapper/Loader supports shooting operations during production by preparing equipment before the commencement of shooting and coordinating the packing at the end of the shoot. He/She begins work before shooting by unloading, organising and preparing all of the camera equipment for each day's work. He is also in charge of the camera paperwork and completing the camera reports.

He may be required to assist in document storage, document back-up and file processing for the footage captured during shoots. This involves copying and backing up raw footage from various cameras to ensure seamless transfer of the content from production to post-production. He also performs basic look-up table (LUT) corrections for coherence from the shooting stage to the post-production stage.

The work involves long hours of physically demanding tasks especially the capture of motion sequences amidst high pressure. He is expected to operate in an outdoor environment and may be required to travel depending on the location of the shoot.

He should have knowledge of camera equipment and camera operations. He is able to take direction and work as part of a team, particularly on multi-camera shoots. He should have good colour vision and hand-eye coordination.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Camera Operations	Level 1	Problem Solving	Intermediate
	Data Wrangling	Level 3	Resource Management	Intermediate
			Communication	Basic
			Interpersonal Skills	Basic
			Teamwork	Basic

NOTE: \*Text in brackets refer to specialisations included in the job role

# 1st Assistant Cameraman/Focus Puller\* (Specialty Camera Operation)

## JOB ROLE DESCRIPTION

The 1st Assistant Cameraman/Focus Puller supports the shooting operations for various types of camera equipment including specialty cameras. He/She is responsible for maintaining focus between the lens and subjects. He does this by setting up a complex set of indicators placed on the set, floor or props during rehearsal. He collaborates with various production teams to ensure a consistent focus during the shoot. In addition to focus pulling for the camera operator, he manages and maintains the camera equipment such as lenses, filters and camera boxes for assembling the camera and its accessories for different shots. Before shooting, he arrives on the set early to ensure that the camera and all the required lenses are prepared for a day's shoot. At the end of each day, he resolves the problems with the 'rushes' and liaises with the film lab to rectify any faults with the camera or film stock. He then proceeds to clean the equipment and pack it up in preparation for the next day's shoot.

He may also be required to set up and mount specialty camera equipment and assist in the operation of specialty cameras such as 360 cameras, underwater cameras and aerial cameras during the shoot.

The work involves physically demanding tasks especially the capture of motion sequences, amidst high pressure. He is expected to operate in an outdoors environment and may be required to travel depending on the location of the shoot.

He needs to have strong knowledge of camera equipment, a strong affinity with technology, knowledge of the relevant electronics and an in-depth knowledge of the principles of camera work. He is required to be an effective team player and shows diplomacy and sensitivity when working with artists, production staff and crew. He should have good colour vision and excellent hand-to-eye coordination.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	360 Degree Camera Operations	Level 2^	Problem Solving	Intermediate
	Aerial Camera Operations	Level 2^	Teamwork	Intermediate
	Camera Operations	Level 2	Communication	Intermediate
	Cranes, Remote Heads and Jibs Camera Operations	Level 2^	Resource Management	Intermediate
	High Speed Camera Operations	Level 2^	Interpersonal Skills	Basic
	Holographic Camera Operations	Level 2^		
	Multi-camera Operations	Level 2^		
	Procurement for Production Operations	Level 2		
	Stabilised Camera Operations	Level 2^		
	Underwater Camera Operations	Level 2^		
	Vehicle Camera Operations	Level 2^		

NOTE: \*Text in brackets refer to specialisations included in the job role

NOTE: ^Skills needed for production teams working with speciality cameras

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Camera Operator\* (Specialty Camera Operation, Electronic News Gathering and Electronic Field Production Operation)

## JOB ROLE DESCRIPTION

The Camera Operator executes the development of the visual look and style of the production. He/She is responsible for marking out the positions for camera equipment and production crew who are directly involved in the shoot. During the shoot, he is responsible for testing and operating the camera equipment to achieve the required shot composition while suggesting creative improvisations.

He may be required to operate special-purpose cameras and camera equipment such as drones, Steadicam, Russian arm to capture visuals that may not be captured by standard camera-shooting processes. He may also operate 360 Cameras and other equipment required to capture live and recorded immersive content. He may also use electronic video and audio technologies in order to gather and present news. He is required to gather materials for either live transmission or recording, providing a representative account of events. He is responsible for the set-up and installation of broadcast equipment and manages the overall maintenance of sound, video and livestream recording equipment. He is also expected to format, edit and deliver recordings to the studio for events that were not streamed live.

The work involves long hours of physically demanding tasks especially the capture of motion sequences, amidst high pressure. He is expected to operate in an outdoors environment and may be required to travel depending on the location of the shoot.

He should have strong knowledge of camera equipment and camera operations. He should also possess the ability to visualise scenes and has the artistic vision to suggest improvisations to advised techniques of video capture. He ought to possess technical knowledge of immersive video capture and the artistic vision to realise the same in order to contribute to the development of immersive content. He is required to exhibit effective teamwork, be diplomatic and tactful when working with cast and crew.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	360 Degree Camera Operations	Level 3^	Creative Thinking	Intermediate
	Aerial Camera Operations	Level 3^	Communication	Intermediate
	Camera Operations	Level 3	Teamwork	Advanced
	Cranes, Remote Heads and Jibs Camera Operations	Level 3^	Problem Solving	Advanced
	Crew Selection	Level 3	Decision Making	Intermediate
	High Speed Camera Operations	Level 3^		
	Holographic Camera Operations	Level 3^		
	Lighting Operations	Level 3^^		
	Multi-camera Operations	Level 3^		
	Procurement for Production Operations	Level 3		
	Project Management	Level 3		
	Sound Editing	Level 3^^		
	Sound Recording Operations	Level 3^^		
	Stabilised Camera Operations	Level 3^		
	Underwater Camera Operations	Level 3^		
	Vehicle Camera Operations	Level 3^		
	Video Editing	Level 3^^		
	Visual Style Development	Level 3		

NOTE: \*Text in brackets refer to specialisations included in the job role

NOTE: ^Skills needed for production teams working with speciality cameras

NOTE: ^^Skills needed for an Electronic News Gathering and Electronic Field Production Camera Operator

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Director of Photography\* (Specialty Camera Operation)

## JOB ROLE DESCRIPTION

The Director of Photography (DoP) establishes the overall visual style and look of the production by understanding the creative vision of the production. He/She is responsible for guiding the camera, lighting and grip teams in the achievement of the visual objectives of the content during the shoot. He determines the framing of shots, guides the position, movement and focusing of the cameras to achieve the shot required.

He may be required to identify specialty cameras such as 360 cameras or underwater cameras that may be needed to shoot desired shots by understanding the creative vision of the product. He will subsequently direct the operation and movement of these cameras during the shoot.

The work involves high levels of creative thinking and collaboration with the creative leadership as well as providing leadership and creative direction to the camera, lighting and grip departments. He is expected to operate outdoors and may be required to travel depending on the location of the shoot.

He should have excellent technical knowledge of cameras, lenses, shooting equipment and digital processes. He is required to have knowledge of camera operations, lighting techniques and should know how to combine these with his artistic vision to produce compelling results. He ought to possess the artistic vision to visualise ideas and bring them to fruition. He should also possess strong technical and creative knowledge, camera techniques, an in-depth understanding of post-production processes, colour and data management best practices and the ability to guide the camera crew.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	360 Degree Camera Operations	Level 4^	Creative Thinking	Advanced
	Aerial Camera Operations	Level 4^	Decision Making	Advanced
	Camera Operations	Level 4	Leadership	Advanced
	Cranes, Remote Heads and Jibs Camera Operations	Level 4^	Communication	Advanced
	Crew Selection	Level 4	Teamwork	Advanced
	High Speed Camera Operations	Level 4^		
	Holographic Camera Operations	Level 4^		
	Immersive Design	Level 4		
	Procurement for Production Operations	Level 4		
	Project Management	Level 4		
	Stabilised Camera Operations	Level 4^		
	Underwater Camera Operations	Level 4^		
	Vehicle Camera Operations	Level 4^		
	Visual Style Development	Level 4		

NOTE: \*Text in brackets refer to specialisations included in the job role

NOTE: ^Skills needed for working with speciality cameras

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Junior Grip/Junior Lighting Technician

## JOB ROLE DESCRIPTION

The Junior Grip/Junior Lighting Technician supports grip and lighting operations. He/She is responsible for ensuring that the equipment is set up in accordance with requirements. He supports in the hiring of the crew, managing the hired crew and scheduling their work. He carries out administrative tasks and paperwork and works with other production departments. He ensures that the hired crew supports the production teams in the installation of rigging and lighting equipment needed for production as well as dismantles it for storage and wrap up.

The work involves long hours of physically demanding tasks especially the handling of the heavy equipment used in the construction of the structures. The job is physically demanding and requires working at heights. He is expected to operate in an outdoor environment and may be required to travel depending on the location of the shoot. The work requires awareness of all workplace safety and health standards and alertness to potential safety hazards.

He should have knowledge of camera movements and positioning, operations of camera and lighting equipment. He ought to be detail-oriented and is able to manage his time well to deliver the work within tight production schedules and deadlines.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Lighting Operations	Level 1	Problem Solving	Basic
	Procurement for Production Operations	Level 2	Teamwork	Basic
	Rigging Equipment Maintenance	Level 1, Level 2	Resource Management	Basic
	Rigging Operations	Level 1, Level 2	Communication	Basic
	Workplace Safety and Health	Level 1	Interpersonal Skills	Basic

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Grip/Lighting Technician

## JOB ROLE DESCRIPTION

The Grip/Lighting Technician executes grip and lighting operations. He/She is responsible for setting up the camera structures and equipment which includes the dollies, cranes and jibs in preparation for production and the setting up and rigging of the sets with lights. He is required to operate the camera structures and equipment according to the sequence of the production. In some instances, he may be required to set up and operate lights, shapers, lighting consoles, power supply and wiring. He is also responsible for the dismantling of the light installations and wiring during the wrap-up phase.

The work involves long hours of physically demanding tasks, especially the handling of the heavy equipment used in the construction of the structures. He is expected to operate in an outdoors environment, if required, and may be required to travel depending on the location of the shoot or production. The work requires awareness of all workplace safety and health standards and alertness to potential safety hazards, and may require working at heights.

He should have knowledge of camera movements and positioning, and of operating camera equipment. He should also have a working knowledge of electrical works and electronics. He ought to be detail-oriented and be able to deliver within tight production schedules and deadlines. He should be an effective team player and possess multi-tasking abilities.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Lighting Conceptualisation and Design	Level 3	Problem Solving	Basic
	Lighting Operations	Level 2, Level 3	Teamwork	Basic
	Procurement for Production Operations	Level 2	Resource Management	Basic
	Rigging Equipment Maintenance	Level 3	Communication	Basic
	Rigging Operations	Level 3	Interpersonal Skills	Basic
	Workplace Safety and Health	Level 1		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Key Grip

## JOB ROLE DESCRIPTION

The Key Grip oversees the execution of camera positioning, mounting, movements and manoeuvres for all cameras in order to achieve the production requirements. He/She is responsible for supervising the installation of structures and equipment that will help achieve the special camera movements required. He also executes the camera positioning, mounting, movements and manoeuvres for the main camera. During rehearsals, he is required to monitor the camera movements and propose changes that will enhance the quality of the shoot. He needs to be creative and inventive in order to manage the mounting of equipment and camera for difficult shots.

The work involves physically demanding tasks especially the handling of the heavy equipment used in the construction of the structures. He may be required to work outdoors and may be required to travel depending on the location of the shoot or production.

He should possess knowledge of the camera and mounting equipment construction structures as well as the camera effects from the different construction structures. He is required to possess effective teamwork, be diplomatic and tactful when working with the crew to achieve the creative vision. He is also required to have strong people management capabilities in order to lead the grip team and provide additional coaching when required.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Crew Selection	Level 3	Communication	Intermediate
	Procurement for Production Operations	Level 3	Problem Solving	Intermediate
	Project Management	Level 3	Creative Thinking	Intermediate
	Rigging Operations	Level 4	Leadership	Intermediate
	Workplace Safety and Health	Level 3	Decision Making	Intermediate

# Gaffer

## JOB ROLE DESCRIPTION

The Gaffer manages all lighting operations for a production. He/She is responsible for the planning and execution of lighting on set while ensuring the right lighting balance and continuity. He develops creative and innovative solutions and implements lighting plans including all aspects of the rig, scale drawings of all lights and their positions, power supply requirements and the lighting circuits to be used. He oversees the lighting crew's daily activities while keeping track of the budget. He oversees the operation of lights and light consoles and ensures lighting consistency. He conducts regular audits and puts in place risk assessment measures to ensure safety of the production.

He is expected to operate in an outdoors environment, if required, and may be required to travel depending on the location of the shoot or production. The work requires awareness of all the workplace safety and health standards and alertness to potential safety hazards.

He should be able to work effectively with other crew members and communicate clearly with them. He should also possess knowledge of electrical theories and practice. He has an eye for detail and possesses good colour vision.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Crew Selection	Level 3	Creative Thinking	Intermediate
	Lighting Conceptualisation and Design	Level 4	Communication	Intermediate
	Lighting Operations	Level 4	Decision Making	Intermediate
	Procurement for Production Operations	Level 3	Teamwork	Intermediate
	Project Management	Level 3	Problem Solving	Intermediate
	Workplace Safety and Health	Level 3		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Game Sound Designer

## JOB ROLE DESCRIPTION

The Game Sound Designer executes the integration of sound assets in games. He/She is responsible for compiling the required sounds assets from sound libraries and creating new sounds assets based on the creative vision of the games. Upon receiving detailed instruction briefs, he is required to cut and synchronise the sound assets to hooks programmed in the games.

He works in an editing studio, but may be required to travel depending on production requirements.

He should have an understanding of sound recording and editing processes, techniques and workflows. He is required to be proficient in operating audio middleware solutions and effects plugins used in all sound editing processes and procedures. He should also possess effective storytelling abilities and attention to details, including sensitivity to appropriate sound qualities that may enhance auditory elements in games.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Audio Programming	Level 3	Decision Making	Basic
	Game Sound Integration	Level 3	Teamwork	Intermediate
	Sound Design and Creation	Level 4	Interpersonal Skills	Basic
	Sound Editing	Level 3	Communication	Intermediate
	Sound Mixing	Level 3	Problem Solving	Intermediate
	Sound Recording Operations	Level 3		

# Senior Game Sound Designer

## JOB ROLE DESCRIPTION

The Senior Game Sound Designer leads the team in designing and integrating sound assets in games. He/She is responsible for liaising with various production teams in order to plan required technical specifications to achieve the creative vision of the games. He supervises the design of sound assets and editing processes to ensure the final sound assets are aligned with the overall creative vision of the game. He is also responsible for the overall project management of sound assets development, ensuring that sound assets are delivered within stipulated project timelines, budgets and other technical specifications of the game.

He is expected to work primarily indoors in an editing studio, however he may be required to travel depending on the production's requirements.

He is an expert in operating audio middleware solutions and effects plugins in order to resolve issues during production. He should have a keen sense of imagination and a creative flair for story telling as well as an understanding of the non-linear story format of games. He needs to have an expert knowledge in sound recording and editing processes, techniques and workflows. He ought to be able to manage projects and lead teams effectively. He should possess the ability to understand various perspectives in order to communicate and negotiate with internal and external stakeholders as well as production teams.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Audio Programming	Level 3, Level 4	Resource Management	Basic
	Game Sound Integration	Level 4, Level 5	Communication	Advanced
	Sound Design and Creation	Level 5	Leadership	Intermediate
	Sound Editing	Level 4, Level 5	Creative Thinking	Advanced
	Sound Mixing	Level 4, Level 5	Teamwork	Intermediate
	Sound Recording Operations	Level 4, Level 5		
	Talent Casting	Level 3, Level 4		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Boom Operator

## JOB ROLE DESCRIPTION

The Boom Operator supports the sound recording operations. He/She is responsible for operating the boom microphone, either hand-held on a long arm and/or dolly mounted. He manoeuvres the boom microphone in tandem with the script and camera movements to ensure high quality sound capture. He needs to perform his duties while ensuring that the microphones do not negatively impact visuals of production, such as casting of shadows. After production, he is required to carry out minor repairs to sound equipment, including maintenance to ensure they are in good working condition. He is required to follow workplace safety and health standards and escalate any reports or breaches to the relevant authorities.

The work involves long hours of physically demanding tasks, especially during the operation of sound recording equipment. He needs to be physically strong to operate the equipment for long periods of time.

He is required to have an understanding of electronics, sound recording equipment, lighting techniques, camera angles and acoustics technology. He should have a good sense of timing, strong memory and high levels of attention to details.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Production Operations	Level 1	Communication	Advanced
	Sound Recording Operations	Level 4	Interpersonal Skills	Advanced
	Workplace Safety and Health	Level 1	Problem Solving	Advanced
			Resource Management	Basic
			Teamwork	Advanced

# Sound Recordist

## JOB ROLE DESCRIPTION

The Sound Recordist executes sound recording operations. He/She is responsible for recording sound on location or in a studio. He usually records sounds in synchronisation with the camera to enable high quality sounds to be captured at the time of shooting. He coordinates with other crew members to assess the shoot location and studio configuration, and plans the placement of sound equipment to ensure that it does not cast shadows on frames. He operates the sound recording equipment based on the sound design briefs and ensures that recordings are stored appropriately. He monitors the quality of the sound recording and sound effects by using headphones and channels it to the appropriate teams for further sound quality checks. After the shoot, he has to dismantle and clean the sound equipment. He is required to follow workplace safety and health standards and escalate any reports or breaches to the relevant authorities.

The work involves long hours of physically demanding tasks, especially during the operation of sound recording equipment. He needs to be physically strong to operate the equipment for long periods of time.

He is required to have a strong knowledge of sound technology, sound equipment, camera equipment and radio transmission technology. He ought to be an effective team player and should be able to think of creative solutions to problems posed by particular locations and situations. He should have a good sense of timing and an excellent sense of hearing.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Procurement for Production Operations	Level 2	Communication	Advanced
	Production Budget Management	Level 3	Problem Solving	Advanced
	Production Operations	Level 2	Resource Management	Advanced
	Sound Editing	Level 3	Creative Thinking	Advanced
	Sound Mixing	Level 3	Decision Making	Advanced
	Sound Recording Operations	Level 5		
	Talent Casting	Level 3		
	Workplace Safety and Health	Level 3		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Content Post-production

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NOTE: \*Denotes job roles with specialisations



## Post-production Supervisor

William Orchard Paul  
Big 3 Media Pte Ltd

### MASTERFUL CUTS FOR AN ABSORBING VIEWING EXPERIENCE

In line with his academic background in media and the arts, William started working in a small production firm and found his passion in video editing there. It is often said that "the clothes make a man, and if you want to look good in a suit, go to a tailor." Likewise for a film or video, a good video editor is priceless in enhancing the storytelling through the cuts he makes. Aside from video editing, William was exposed to the different aspects of post-production work, holding on to the belief that the editor has the power to make or break the film, while remaining invisible in the whole process.

Since then, William has progressed to become the post-production supervisor at Big 3 Media, where his role is to design a workflow plan outlining the processes and timelines needed for the video editing, visual effects and audio departments to adhere to for various ongoing projects. He also consults industry experts to have a better understanding of the technical aspects of work related to each department in order to facilitate easier communication and collaboration among the departments. Besides handling the hardware, he also supports his colleagues by clarifying questions they may have pertaining to software issues.

With his strong interest in software and hardware, he tries to attend events or product demonstrations on behalf of his company to keep himself updated on what's available in the industry. For instance, he makes a point to attend the Broadcast Asia conference and trade show each year to find out more about new cameras, post-production tools and the latest releases of software. It is also a great networking opportunity where he gets to meet fellow industry professionals and build connections.

"Things are changing all the time, and you need to be able to keep up with them. Do not be afraid to make mistakes, constantly learn and improve yourself."

If William were to have it his way, he would love to continually upgrade the editing software used by his editing teams so that they have the best tools to create awe-inspiring work. However, getting approval and support for acquiring new software is an understandably slow process as it requires agreement from all his colleagues and also involves changes to internal work processes and re-training of staff. Fortunately, for William, adaptability is one of his greatest strengths and switching between different software has never been an issue for him. This allows him to manage the workflows better and choose the software that would best fit the demands of the job.

"Technology has been improving at breakneck speeds. It's not just the hardware or software that needs to be improved, but the skills as well," William explains. To stay in this industry, William advises new entrants that it will require a lot of patience and determination, and they will need to continually keep up by going for courses to learn and improve themselves since the industry is constantly evolving.

William hopes to run his own post-production company in the future. He personally feels that the Skills Framework gives a clear direction of the job roles and provides information on the various career paths. "It helps junior filmmakers understand the roles and responsibilities better. When employed, they also would know what is expected of them and deliver accordingly."

# Sound Editor/Sound Engineer

## JOB ROLE DESCRIPTION

The Sound Editor/Engineer executes sound edits required throughout the production. He/She operates sound equipment to cut and synchronise sound elements to the picture. He is also responsible for ensuring that all sound assets are labelled, saved and backed up on digital storage equipment. In some instances, he may be required to create the final mix for all sound and music elements in the production according to the creative vision.

He works in an editing studio, but may be required to travel depending on the production requirements.

The work requires an understanding of sound recording processes, sound editing techniques and workflows like dialogue editing, automated dialogue replacement, foley and sound effects or music editing. He is required to be proficient in operating the digital audio workstation (DAW) that manages all sound editing processes and procedures. He should also possess a sense of storytelling and attention to details so as to be sensitive to appropriate sound qualities that may enhance the auditory elements in the story.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Sound Design and Creation	Level 3, Level 4	Creative Thinking	Advanced
	Sound Editing	Level 4	Communication	Advanced
	Sound Mixing	Level 3	Problem Solving	Advanced
	Sound Recording Operations	Level 4	Teamwork	Advanced
			Decision Making	Advanced

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Supervising Sound Editor\* (Sound Mixing)

## JOB ROLE DESCRIPTION

The Supervising Sound Editor leads the sound editing team to create the overall feel of the sound in the post-production phase. He/She is responsible for the overall project management of the sound editing process and the quality of the sound edits. He/She checks all sound elements to conceptualise and determines the types of foley, automated dialogue replacement (ADR) and sound effects required for each scene. He also acts as a liaison with the other production teams to ensure that the required audio files are loaded on the systems and edits are aligned with the overall creative vision of the production.

He may also be required to be a sound mixer, who is able to identify sound mixing requirements and equipment based on the production scripts. He will be expected to perform sound mixing to produce perspective, acoustics and dynamic range aligned with production requirements and convert the final sound mix to the appropriate audio specifications for the production.

He works in an editing studio, but may be required to travel depending on the production's requirements.

He should have a keen sense of imagination and a creative flair for storytelling. He is able to manage projects and teams effectively. He ought to be able to communicate with all levels of stakeholders.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Crew Selection	Level 3	Creative Thinking	Advanced
	Production Budget Management	Level 3	Communication	Advanced
	Production Operations	Level 3	Decision Making	Advanced
	Sound Design and Creation	Level 4	Interpersonal Skills	Advanced
	Sound Editing	Level 5	Teamwork	Advanced
	Sound Mixing	Level 4, Level 5		
	Talent Casting	Level 3		

NOTE: \*Text in brackets refer to specialisations included in the job role

# Post-production Assistant

## JOB ROLE DESCRIPTION

The Post-production Assistant supports the operational aspects of the post-production phase by performing administrative tasks and logistical management on a day-to-day basis. He/She is responsible for undertaking straightforward operational tasks associated with tracking the progress of the post-production process, assisting with the preparation and set-up of editing and ancillary equipment for post-productions and ingesting and copying of various media formats into an archive library. He will coordinate with production team to get access to the raw edited files and maintain effective control of resources, including equipment or media files during post-production processes.

He is an individual contributor in an administrative role. He is expected to move around the production set to support any staff in need of assistance.

He should be very organised to be able to deliver against instructions provided. He should also be a good communicator to be able to coordinate between key post-production and production personnel.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Colour Grading	Level 2	Creative Thinking	Basic
	Production Operations	Level 1	Problem Solving	Basic
	Video Editing	Level 2	Digital Literacy	Basic
			Communication	Basic
			Teamwork	Basic

# Video Editor\* (Colour Grading, Online Editing)

## JOB ROLE DESCRIPTION

The Video Editor is responsible for managing the video editing team and creating the final cut by assembling the raw recorded materials and other files. Before the video editing process, he/she is required to work closely with other production teams to understand requirements and communicate the intended creative vision for production. During the video editing process, he digitally cuts all the files and puts them in a narrative sequence that follows that script and screenplay. He is also responsible for refining the edited footages based on inputs from the creative leadership teams. Upon the completion of the video editing processes, he is required to do all final checks of the video formats and backups to ensure all videos are saved.

In some instances, he may be required to be proficient in other areas of video editing. An area of specialisation is colour grading where he is required to digitally manipulate and correct the colours in the footages to accentuate the visual elements in the footages or online editing. Another specialisation is online editing where he is responsible for creating a final cut by combining all edited visual and audio elements.

The working environment is primarily indoors in a video editing studio, however he may be required to travel depending on the production requirements.

He ought to be proficient in using video editing software. He should maintain a good rapport with his team and be able to provide creative direction during the video editing process. He should also be attentive and diligent in the storage and editing of the various versions of content.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Colour Grading	Level 3	Creative Thinking	Advanced
	Immersive Video Editing	Level 3	Problem Solving	Intermediate
	Media File Formats Conformation	Level 3	Decision Making	Intermediate
	Procurement for Production Operations	Level 4	Digital Literacy	Intermediate
	Production Operations	Level 2	Communication	Intermediate
	Video Editing	Level 3		

NOTE: \*Text in brackets refer to specialisations included in the job role

# Post-production Supervisor

## JOB ROLE DESCRIPTION

The Post-production Supervisor oversees all aspects of post-production processes and management of the post-production teams. He/She is responsible for resource and financial management by ensuring that projects are sufficiently staffed and delivered within allocated project budgets. He is also responsible for translating the creative vision of the production into clear action plans for the video editing teams and monitoring project progress to ensure it adheres to the production schedule.

The working environment is primarily indoors in a video editing studio, however he may be required to travel depending on the production requirements.

He should have an effective understanding of the entire post-production process. He is able to manage projects and teams effectively. He ought to be able to communicate with all levels of stakeholders and should possess a good imagination and creative flair to edit videos to achieve the creative vision of the production.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Colour Grading	Level 4	Communication	Advanced
	Compositing Visuals	Level 4	Leadership	Advanced
	Crew Selection	Level 5	Decision Making	Advanced
	Immersive Video Editing	Level 4	Resource Management	Advanced
	Media File Formats Conformation	Level 4	Developing People	Advanced
	Procurement for Production Operations	Level 5		
	Production Budget Management	Level 5		
	Production Operations	Level 4		
	Sound Editing	Level 5		
	Sound Mixing	Level 5		
	Video Editing	Level 4		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Notes

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## Senior Media Management Manager

Valerie Chye  
Mediacorp Pte Ltd

### MEDIA CONTENT INFORMATION AT YOUR FINGERTIPS

Managing historical records and contents in her previous job has fuelled Valerie Chye's passion in media content management over the past 20 years. With knowledge, skills as well as on-the-job experience acquired over the years, Valerie has risen to her current position as a Senior Media Management Manager at Mediacorp.

Valerie's job scope encompasses two important functions. Firstly, she ensures the smooth and timely delivery of local and acquired programmes for all free-to-air TV channels to the respective TV stations for compliance editing and transmission. Secondly, she ensures the proper entry of metadata and audio-visual (AV) media archives into the Media Asset Management (MAM) system so that these media clips can be retrieved for future applications such as research and re-purposing. Preservation and documentation of the contents produced are paramount as the information is unique to Mediacorp and ultimately crucial for proper copyright and intellectual property rights management.

She is keenly aware of two key trends affecting the media content management segment - the emergence of cybersecurity threats and cloud computing - which are becoming more important as media companies transition to the digital space. Digital media files are becoming larger as they carry more data and cloud computing offers an efficient storage solution to meet this challenge. As cybersecurity is an integral part of Mediacorp's overall strategic plan, media files must be stored safely and protected from harm so that operations are not disrupted and the confidentiality of data, personal and corporate, are guarded.

Valerie further adds, "Broadcast television will transition from a time-centric to a user-centric format,

"Use the Skills framework to plan your future, by looking for trends and training, matching them with your interests and qualifications."

which gives the user the ultimate choice of what to watch, when, where and how. How a programme is consumed will become whatever the user wants it to be." This means ensuring that searching, accessing and consuming media content becomes a seamless process fitting the consumer's time schedule.

She shares that there is a general misconception of the job being boring and mundane, not unlike that of a traditional librarian. She quips, "Be prepared for a wild adventure! As there are increasingly more ways to view media, one must learn to anticipate what would be the emerging trends tomorrow, next month and in the next five years, so that we are prepared for the unexpected."

Valerie had sensed the winds of change sweeping her area of work about a decade ago and decided to upgrade her knowledge by doing a post-graduate programme in Information Studies. This prepared her for the company's transition from physical, tape-based content archival system to a digital file-based one. The latter is a more dynamic, multi-dimensional system where content can be tagged with many more fields and technical information to cater to the user's unique purpose.

Valerie believes that the Skills Framework provides valuable insights into the various job opportunities, career paths and specialisations that match one's educational qualifications and interests. It is helpful for guiding both new job entrants and professionals to know the industry trends and where they should upgrade their skills. It will also help her decide how to mould her own skill sets to remain relevant and valuable to the company. She aims to take advantage of the relevant SkillsFuture initiatives to acquire new skills especially in cloud storage management and cybersecurity.

# Technician - Linear Media Infrastructure

## JOB ROLE DESCRIPTION

The Technician - Linear Media Infrastructure supports the design, installation and maintenance of allocated parts of the organisation's linear media equipment and infrastructure. He/She assists in delivering infrastructure projects, which includes conducting maintenance on linear media equipment and infrastructure.

The work involves delivering infrastructure projects as per technical instructions, standard procedures and learning on-the-job in a project environment.

He should be a responsive communicator and be able to plan his own work well. He is comfortable with technical instructions and linear media processes in his own domain.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Broadcast Infrastructure Design	Level 2	Problem Solving	Intermediate
	Broadcast Infrastructure Installation	Level 1, Level 2	Communication	Basic
	Broadcast Infrastructure Maintenance	Level 1, Level 2	Teamwork	Basic
	Emergency Response Management	Level 2	Service Orientation	Basic
	Workplace Safety and Health	Level 1	Sense Making	Intermediate

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Engineer - Linear Media Infrastructure

## JOB ROLE DESCRIPTION

The Engineer - Linear Media Infrastructure designs, installs and maintains linear media equipment and infrastructure within a designated scope, or specialisation. He/She executes projects for commissioning of linear media equipment, construction of facilities and installation of other infrastructure required for linear media operations. He is also expected to maintain equipment and troubleshoot issues that may arise during the course of linear media operations.

The work involves technical oversight of projects and maintenance processes as well as tracking the progress of projects involving multiple stakeholders. He spends most of his time at the project site in the studio overseeing project progress or leading maintenance of media infrastructure.

He should be effective in planning, communicating and managing stakeholders to deliver as per expectations.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Broadcast Infrastructure Design	Level 3	Communication	Intermediate
	Broadcast Infrastructure Installation	Level 3	Problem Solving	Advanced
	Broadcast Infrastructure Maintenance	Level 3	Teamwork	Intermediate
	Contract and Vendor Management	Level 2	Sense Making	Intermediate
	Emergency Response Management	Level 3	Service Orientation	Intermediate

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Manager - Linear Media Infrastructure

## JOB ROLE DESCRIPTION

The Manager - Linear Media Infrastructure manages the planning, design, procurement, installation and maintenance of all linear media equipment and infrastructure for the organisation. He/She plans and delivers projects for new facilities, as well as decommissions redundant infrastructure. He uses relevant performance metrics to evaluate the performance of current linear media infrastructure and ideate possible enhancements to improve media operations. He also drives the preventive maintenance of linear media equipment and infrastructure.

The work requires driving multiple concurrent projects involving several internal and external stakeholders. He spends most of his time planning and overseeing projects as well as in day-to-day operations.

He should be an expert planner and an effective people manager. He should be able to manage multiple projects and various stakeholders effectively.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Broadcast Infrastructure Design	Level 4	Leadership	Intermediate
	Broadcast Infrastructure Installation	Level 4	Communication	Intermediate
	Broadcast Infrastructure Maintenance	Level 4	Decision Making	Advanced
	Contract and Vendor Management	Level 3	Developing People	Intermediate
	Emergency Response Management	Level 4	Resource Management	Intermediate

# Operator - Linear Media Operations

## JOB ROLE DESCRIPTION

The Operator - Linear Media Operations performs allocated tasks in the areas of content ingest, playout, transmission and distribution systems to support linear media operations. He/She monitors the performance of linear media equipment, and processes and communicates any issues for troubleshooting. He also maintains programming logs for compliance purposes.

The work involves the constant monitoring of systems over long shifts and periods. He will have to be alert and report any anomalies or system faults immediately once detected.

He is required to have high concentration levels as well as an eye for detail to spot problems and issues. He should be able to follow as well as retain and apply technical instructions. He should also be an able communicator to communicate with various stakeholders effectively.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Content Ingest Operations	Level 1, Level 2	Communication	Basic
	Emergency Response Management	Level 2	Service Orientation	Intermediate
	Master Control Room Operations	Level 1, Level 2	Teamwork	Basic
	Media Content Cataloguing	Level 3	Problem Solving	Basic
	Media Data Management	Level 2	Sense Making	Basic
	Media File Formats Conformation	Level 3		
	Workplace Safety and Health	Level 1		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Senior Operator - Linear Media Operations

## JOB ROLE DESCRIPTION

The Senior Operator - Linear Media Operations maintains the continuity of processes for linear media operations by operating equipment to receive, transform, organise and transmit linear media content. He/She is responsible for executing processes for ingesting, encoding and storing content. He also manages the playout, transmission, signal recovery and distribution of content for the channel.

The work involves working in shifts, involving coordination, monitoring and troubleshooting of linear media operations. He will have to be alert and resolve anomalies or system faults immediately once detected.

He is required to have an eye for detail and be effective at problem solving in order to manage issues and ensure continuity of operations. He should be an expert in his domain and be proficient at stakeholder management to deliver in coordination with multiple technical teams and stakeholders.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Content Ingest Operations	Level 3	Communication	Intermediate
	Contract and Vendor Management	Level 2	Service Orientation	Intermediate
	Emergency Response Management	Level 3	Teamwork	Intermediate
	Master Control Room Operations	Level 3	Problem Solving	Intermediate
	Media Content Cataloguing	Level 3	Decision Making	Intermediate
	Media Data Management	Level 2		
	Media File Formats Conformation	Level 3		
	Workplace Safety and Health	Level 1		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Manager - Linear Media Operations

## JOB ROLE DESCRIPTION

The Manager - Linear Media Operations manages linear media operations for linear platforms by developing and monitoring processes, allocating tasks to the team, ensuring on-air continuity and evaluating and improving performance. He/She is also responsible for identifying the scope to enhance the efficiencies of the linear media operations through automation or process optimisation.

He manages the team involved in maintaining continuity of linear media operations. He has to be aware of all processes and operations of linear media operations and ensures that the linear media operations team is always alert to any system faults or anomalies.

He should be proficient at people management to guide his team in executing operations effectively. He is also required to be effective at planning and organising as well as managing stakeholders.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Content Ingest Operations	Level 4	Leadership	Intermediate
	Contract and Vendor Management	Level 3	Communication	Intermediate
	Emergency Response Management	Level 4	Resource Management	Intermediate
	Master Control Room Operations	Level 4	Decision Making	Intermediate
	Media Content Cataloguing	Level 3	Developing People	Intermediate
	Media Data Management	Level 2		
	Media File Formats Conformation	Level 4		
	Workplace Safety and Health	Level 3		

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For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Digital Asset Librarian

## JOB ROLE DESCRIPTION

The Digital Asset Librarian supports the management of digital content assets in the collection, organisation, maintenance, archival and delivery stages. He/She maintains relevant naming conventions, metadata and content rights information for digital content assets. He set ups, configures, operates, maintains and monitors media data management systems. He also manages access to the organisation's content for internal users.

He works in an individual capacity and spends most of his time operating computer-based systems to catalogue content and provide access to users.

He should be proficient at workflow management and troubleshooting. He is a meticulous planner and an effective communicator.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Emergency Response Management	Level 3	Service Orientation	Basic
	Media Content Cataloguing	Level 3	Teamwork	Basic
	Media Data Management	Level 3	Communication	Basic
			Problem Solving	Basic
			Computational Thinking	Basic

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Digital Asset Manager

## JOB ROLE DESCRIPTION

The Digital Asset Manager oversees the management of the organisation's digital content assets in the collection, organisation, maintenance, archiving and delivery stages. He/She develops the policies for the data management system and master library of documents, images, videos, presentations, audio files, including the type of formats needed for various platforms. He also establishes relevant naming conventions, metadata and content rights standards and assortment and collection relationships. He collaborates with media operations and sales teams, as well as external stakeholders such as agency representatives and vendors on the management of the digital assets.

The work involves setting up systems, establishing processes, planning operations and leading a team involved in the execution of media data management operations.

He is an expert planner and effective at stakeholder management. He should be able to multi-task in a fast-paced environment and be able to work both independently and collaboratively in cross-functional groups.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Emergency Response Management	Level 4	Resource Management	Advanced
	Media Content Cataloguing	Level 4	Communication	Intermediate
	Media Data Management	Level 4	Service Orientation	Intermediate
			Problem Solving	Intermediate
			Digital Literacy	Intermediate

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Executive - On-demand Media Technology and Operations

## JOB ROLE DESCRIPTION

The Executive - On-demand Media Technology and Operations supports the delivery of the organisation's content to the viewers over on-demand media platforms. He/She executes processes such as ingesting, encoding, transcoding and quality checks on incoming content to maintain compliance with the organisation's technical standards. He designs, develops and deploys media applications to meet media workflows and customer content delivery requirements. He also designs, deploys and operationalises content delivery networks (CDNs) to deliver the organisation's content to customers.

The work involves end-to-end involvement in on-demand media operations, including design, development, deployment and maintenance.

He should be able to think creatively and innovatively. He ought to be process-oriented. He is also expected to be effective at collaboration and stakeholder management to be able to work with teams across the organisation.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Application Development	Level 3	Problem Solving	Intermediate
	Content Delivery Network Operations	Level 3	Computational Thinking	Intermediate
	Content Ingest Operations	Level 3	Digital Literacy	Basic
	Network Administration and Maintenance	Level 2	Teamwork	Intermediate
	Network Configuration	Level 2	Communication	Intermediate

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Manager - On-demand Media Technology and Operations

## JOB ROLE DESCRIPTION

The Manager - On-demand Media Technology and Operations plans the delivery of the organisation's content to viewers over on-demand media platforms. He/She develops operating plans, goals, metrics and processes for the organisation's on-demand media technology and operations. He collaborates with various teams to define requirements for media applications to support on-demand media operations. He also leads the design, delivery, planning and operationalising of content delivery networks (CDNs) to deliver the organisation's content to customers.

The work involves operational planning as well as technical leadership. He should be able to work with teams across the organisation to develop and execute ideas.

He should be an effective planner and has the ability to manage stakeholders across the organisation. He ought to be a proficient communicator and is able to effectively collaborate with multiple teams across the organisation.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Application Development	Level 4	Digital Literacy	Advanced
	Content Delivery Network Operations	Level 4	Computational Thinking	Advanced
	Content Ingest Operations	Level 4	Problem Solving	Intermediate
	Network Administration and Maintenance	Level 3	Developing People	Intermediate
	Network Configuration	Level 3	Leadership	Intermediate

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Head - Technology and Operations

## JOB ROLE DESCRIPTION

The Head - Technology and Operations contributes to the development of current and future media operations strategy, and delivers effective linear and non-linear engineering and operations by planning and leading the functioning of the teams. He/She ensures the procurement and provision of the required infrastructure to carry out media operations by driving the design, installation and maintenance of media infrastructure. He also leads the development of budgets and business continuity planning for media operations.

The work involves functional management and budget management of the media technology and operations function, as well as managing internal and external stakeholders. He spends a significant amount of time in developing strategies and plans for media operations, including performance evaluation of media operations.

He is an expert at planning and business leadership. He should be proficient in stakeholder management, communicating and influencing in order to align key stakeholders to his strategies and plans. He should also be comfortable in cross-functional collaboration. He is an expert in his domain and an authority on the emerging media landscape.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Application Development	Level 5	Leadership	Advanced
	Broadcast Infrastructure Design	Level 5	Decision Making	Advanced
	Broadcast Infrastructure Installation	Level 5	Communication	Advanced
	Broadcast Infrastructure Maintenance	Level 5	Resource Management	Advanced
	Content Delivery Network Operations	Level 5	Developing People	Intermediate
	Content Ingest Operations	Level 5		
	Contract and Vendor Management	Level 4		
	Emergency Response Management	Level 5		
	Master Control Room Operations	Level 5		
	Media Content Cataloguing	Level 4		
	Media Data Management	Level 2		
	Network Administration and Maintenance	Level 4		
	Network Configuration	Level 4		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Notes

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## Product Manager

Mark Cheong

Singapore Press Holdings Limited

### SHAPING TOMORROW'S MEDIA LANDSCAPE

Mark Cheong has always been drawn to technology even though his academic background was in Arts and International Studies. In his first job with a Korean multi-national technology company, Mark was a member of a product management team that developed a mobile app for artists. His work involved collaborating with User Experience (UX) designers that led him to develop a great appreciation for powerful design. Mark eventually progressed to become a Product Manager of Digital Media Products in Singapore Press Holdings (SPH) in 2016.

As a Product Manager, Mark works with news editors, designers, software engineers, sales and marketing executives to develop news websites or apps that meet the content specifications defined by the product development team. What concerns him is producing a website or an app that not only looks appealing but also delivers a tangible value proposition to its target audience and a great user experience.

In order to achieve these objectives, Mark relies on data analytics – analysing customer data as well as communicating with customers to better understand their needs. “We constantly tackle existing problems and try to keep teams aligned towards the common vision of the product,” Mark shares.

To keep abreast of competition, Mark also regularly monitors industry trends. “This involves looking at what other publishers are doing in terms of improving customer engagement and the new tools they are using which could also be useful to my products.” He also speaks to the editorial teams to improve their work processes.

“Work on your personal branding online and engage with similar like-minded individuals to develop a presence.”

Throughout his career, Mark observes that the way people consume content these days is markedly different from 10 years ago, and there is greater emphasis on meaningful engagement online. People will look to niche publications for specific types of news or information – for example, a blog that focuses on technology instead of reading the tech section in a broadsheet. He has seen many of these digital-only publications emerge in the last 5-10 years.

Following such trends, Mark and his team have drastically improved the online ad revenue for one of their products with a simple tweak in the way the publication looks and feels online. They have implemented a Facebook-like user experience to increase page views which has translated to higher online ad revenue. This is a great example of how technology can improve the discoverability, accessibility and viability of products.

Mark aspires to work with products that constantly bring value to people's lives on a large scale and change the way traditional businesses are run.

Mark opines that the Skills Framework guides individuals on the areas that need to be upskilled or upgraded and is also a strong indicator of how the world is changing and where the emerging skills are. Hence, the Skills Framework allows employees to chart their own career pathways by developing skills relevant to their career objectives and continually adds value in their area of work at the same time.

# Executive - Content Acquisition

## JOB ROLE DESCRIPTION

The Executive - Content Acquisition supports the acquisition of content specific to a genre or segment. He/She is responsible for supporting all stages of content acquisition operations by using research to identify content, basic technical and creative evaluation of content as well as financial modelling to inform commercial decision making during licensing negotiations as well as content acquisition operations.

The work involves working in an individual capacity in a dynamic and fast-paced environment. He is also expected to be independent and produce work with minimal supervision. He spends his time primarily in research and content evaluation but also spends significant time in networking and coordinating business meetings.

He should be able to coordinate effectively with stakeholders within the department as well as across the organisation. He should be an able communicator and planner to be able to perform his role effectively.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 3	Problem Solving	Basic
	Content Acquisition Management	Level 3	Teamwork	Basic
	Contract and Vendor Management	Level 2	Communication	Intermediate
	Customer Behaviour Analysis	Level 2	Decision Making	Basic
	Research	Level 2	Resource Management	Basic

# Manager - Content Acquisition

## JOB ROLE DESCRIPTION

The Manager - Content Acquisition leads the acquisition of content for specific genres and/or segments. He/She is responsible for identifying opportunities to acquire content and managing the end-to-end acquisition process. He evaluates content from both creative and commercial perspectives for suitability to the organisation's requirements and recommends acquisition of the right content. He leads a team that delivers acquisition opportunities specific to the genre and/or segment. The work involves high concentration for creative and technical evaluation of content as well as high collaboration with internal and external stakeholders to strike acquisition deals.

The work environment is dynamic and fast-paced which requires him to be focused at all times. He will be involved in a variety of meetings with different stakeholders to lead the team to achieve business goals. He is expected to draw on research insights and personal judgment to take key decisions with high accountability.

He should have a strong understanding of his content domain and the media landscape in general. He should be comfortable with analysis and have an eye for detail. He should be proficient in communication, planning and organising as well as managing stakeholders.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 4	Decision Making	Intermediate
	Content Acquisition Management	Level 4	Problem Solving	Intermediate
	Content Strategy	Level 4	Leadership	Intermediate
	Contract and Vendor Management	Level 3	Communication	Intermediate
	Customer Behaviour Analysis	Level 3	Resource Management	Basic
	Innovation Management	Level 3		
	Project Management	Level 4		
	Research	Level 3		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Head - Content Acquisition

## JOB ROLE DESCRIPTION

The Head - Content Acquisition drives the organisation's content acquisition strategy by developing and implementing plans to acquire content which is aligned to the creative vision of the organisation. He/She leads the development of the content acquisition strategy in accordance with the overall content strategy for the organisation. He also oversees the execution of content acquisition plans by leading negotiations for acquiring content.

The work involves providing creative and business leadership to his team and liaising with several internal and external stakeholders. He spends his time in planning as well as meetings to acquire content. He may also be required to travel as part of his work.

He is an expert in industry trends with proficiency in business acumen. He should be comfortable with numbers and analysis. He is an able communicator and planner. He ought to be proficient in decision making and stakeholder management.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 5	Decision Making	Intermediate
	Content Acquisition Management	Level 5	Leadership	Intermediate
	Content Strategy	Level 5	Communication	Advanced
	Contract and Vendor Management	Level 4	Resource Management	Intermediate
	Customer Behaviour Analysis	Level 4	Developing People	Intermediate
	Innovation Management	Level 4		
	Project Management	Level 5		
	Research	Level 4		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Executive - Content Commissioning

## JOB ROLE DESCRIPTION

The Executive - Content Commissioning supports the commissioning of content production, specific to a genre and/or segment. He/She is responsible for supporting all stages of content commissioning operations. This includes research to identify content ideas and concepts, preliminary creative evaluation of content ideas as well as financial modeling to inform decision making.

The work involves coordination with multiple teams and stakeholders as well as desk research to support commissioning processes. He attends meetings with internal and external stakeholders on a regular basis as part of the commissioning process as well as during ongoing projects.

He should be comfortable with analysis and critical evaluation. He is well-organised and is able to plan own work effectively. He should also be effective at communicating with internal and external stakeholders.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Concept Creation	Level 3	Decision Making	Basic
	Content Commissioning	Level 3	Teamwork	Intermediate
	Content Rating and Compliance	Level 3	Problem Solving	Basic
	Contract and Vendor Management	Level 2	Resource Management	Basic
	Project Management	Level 3	Communication	Intermediate
	Research	Level 2		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Manager - Content Commissioning

## JOB ROLE DESCRIPTION

The Manager - Content Commissioning leads the commissioning of content production for specific genres and/or segments. He/She is responsible for soliciting and evaluating content ideas and concepts from content creators for commissioning production of content. He evaluates proposals for their creative and commercial value as well as the capabilities of production houses before recommending the commissioning of production of the content. He ensures commissions are based on a sound understanding of cost, quality, delivery date, rights and funding requirements.

The work involves collaborating with internal and external stakeholders, as well as a high creative focus to evaluate content concepts.

He is an able project manager who is able to deliver effectively within available resources and constraints. He is an expert in his domain and is comfortable with numbers and business analysis. He ought to be proficient at communicating with internal and external stakeholders. He should have a flair for identifying ideas and content creators with high potential for success.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 4	Creative Thinking	Intermediate
	Concept Creation	Level 4	Decision Making	Basic
	Content Commissioning	Level 4	Problem Solving	Intermediate
	Content Rating and Compliance	Level 3	Communication	Advanced
	Content Strategy	Level 4	Teamwork	Intermediate
	Contract and Vendor Management	Level 3		
	Innovation Management	Level 4		
	Market Evaluation	Level 3		
	Project Management	Level 4		
	Research	Level 3		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Head - Content Commissioning

## JOB ROLE DESCRIPTION

The Head - Content Commissioning leads the execution of the organisation's content strategy by commissioning the production of impactful and commercially profitable content. He/She provides creative leadership to the development process and encourages risk-taking and innovation for outstanding content. He works in close collaboration with the programme planning and scheduling team and supports the monetisation of the organisation's content by supporting the development of pricing and marketing strategies.

The work involves providing creative and business leadership to the commissioning department. This includes creative evaluation and approval of content ideas as well as identifying and collaborating with content producers in various projects.

He should be comfortable in creative risk-taking, display strong business acumen and be familiar with interpreting business insights. He is an expert in the media landscape with an eye on emerging content trends. He should be an effective communicator and comfortable in stakeholder management. He is also expected to have a flair for identifying, developing and promoting new talent.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 5	Global Mindset	Advanced
	Concept Creation	Level 5	Creative Thinking	Intermediate
	Content Commissioning	Level 5	Communication	Advanced
	Content Rating and Compliance	Level 4	Resource Management	Advanced
	Content Strategy	Level 5	Leadership	Advanced
	Contract and Vendor Management	Level 4		
	Innovation Management	Level 5		
	Market Evaluation	Level 4		
	Project Management	Level 5		
	Research	Level 4		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Executive - Programme Planning and Scheduling

## JOB ROLE DESCRIPTION

The Executive - Programme Planning and Scheduling creates daily, weekly and monthly programme schedules to support broadcast operations. He/She is also responsible for the execution of programme schedules by engaging in constant communication with the linear media operations team. He coordinates the placement of network content promotions in collaboration with other teams.

The work involves coordination with multiple teams and stakeholders to deliver programming requirements effectively. He spends significant time in interacting with the content and sales teams as well as in meetings to plan for programming requirements.

He is expected to be proficient at planning and organising in an individual capacity to be able to deliver effectively. He should also be an effective communicator and comfortable in coordinating with multiple teams and stakeholders.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Concept Creation	Level 3	Teamwork	Basic
	Customer Behaviour Analysis	Level 3	Communication	Intermediate
	Customer Experience Management	Level 3	Digital Literacy	Basic
	Market Evaluation	Level 3	Problem Solving	Basic
	Programme Planning	Level 3	Service Orientation	Basic
	Research	Level 2		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Manager - Programme Planning and Scheduling

## JOB ROLE DESCRIPTION

The Manager - Programme Planning and Scheduling plans the scheduling of content and commercials for the network to create effective monetisation opportunities using the network schedule. He/She also analyses the content pipeline to identify content shortfalls and opportunities to deliver new programmes with high monetisation potential. He manages a team of scheduling executives who creates programming schedules.

The work involves high levels of planning, coordination and team management. He spends his time in planning discussions with content teams as well as in guiding team members in delivering effective programming schedules.

He is expected to be proficient at planning, organising and problem solving to be able to deliver effectively and manage contingent content shortfalls. He should be process-oriented with an eye for detail to be able to analyse and improve operational processes. He should also be an effective communicator and people manager.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Concept Creation	Level 4	Teamwork	Intermediate
	Content Strategy	Level 4	Sense Making	Intermediate
	Customer Behaviour Analysis	Level 4	Communication	Advanced
	Customer Experience Management	Level 3	Digital Literacy	Intermediate
	Market Evaluation	Level 3	Global Mindset	Intermediate
	Programme Planning	Level 4		
	Research	Level 3		

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# Head - Programme Planning and Scheduling

## JOB ROLE DESCRIPTION

The Head - Programme Planning and Scheduling leads the development of the network's scheduling strategy for the purpose of growing the network's audience base. He/She is also responsible for developing effective monetisation strategies for content and advertisement slots. He plays a key role in the decision making for finalising the organisation's content mix and how to most effectively exploit the same. He leads a department of planners and has to manage multiple internal and external stakeholders.

The work involves strategic planning and decision making which is critical to the organisation's success in content performance. He is required to keep an eye on the market to understand competition as well as content opportunities that the organisation can leverage on. He also spends time in planning discussions with content teams as well as sales teams to ensure that the organisation's content is effectively monetised.

He is an organised individual and has the foresight to be able to provide strategic direction and guide key decision making. In order to build relationships with stakeholders, he should be proficient in communication, decision making and stakeholder management.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 5	Leadership	Advanced
	Concept Creation	Level 5	Sense Making	Advanced
	Content Strategy	Level 5	Global Mindset	Intermediate
	Contract and Vendor Management	Level 4	Decision Making	Advanced
	Customer Behaviour Analysis	Level 5	Developing People	Advanced
	Customer Experience Management	Level 4		
	Market Evaluation	Level 4		
	Programme Planning	Level 5		
	Research	Level 4		

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# Executive - Standards and Practices

## JOB ROLE DESCRIPTION

The Executive - Standards and Practices (S&P) coordinates the review and modification of content to suit specific territories. He/She is expected to liaise with internal and external stakeholders to ensure appropriate content cuts have been made in compliance with guidelines of the territories where it is to be distributed.

The work involves high levels of concentration to ensure timely and quality output, as well as coordination with several internal stakeholders.

He should be effective at coordination and possess a keen eye for detail. He ought to be well-planned and proficient in communication and stakeholder management in order to deliver effectively.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Content Rating and Compliance	Level 3, Level 4	Communication	Intermediate
	Customer Behaviour Analysis	Level 3	Decision Making	Intermediate
	Research	Level 2	Problem Solving	Intermediate
			Creative Thinking	Intermediate
			Sense Making	Basic

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# Manager - Standards and Practices

## JOB ROLE DESCRIPTION

The Manager - Standards and Practices (S&P) ensures that content delivered by the organisation complies with the regulatory requirements and censorship norms of the local territories where the content may be available. He/She also provides advisory ratings for the content based on the regulatory guidelines. He keeps abreast of the local, cultural and political norms and sensitivities to support the creation of content classification guidelines.

The work involves coordinating internal and external processes for delivery within tight timelines. He is highly accountable for the organisation's brand and reputation given the sensitivities of content classification. He should be comfortable coordinating with internal and external stakeholders in order to balance the organisation's priorities with compliance to guidelines and norms.

He should be effective at planning and organising. He should also be aware of the regulatory, political and cultural landscape and possess a keen eye for detail to be able to spot compliance issues while reviewing content. He ought to be proficient in communicating and stakeholder management in order to deliver effectively.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Content Rating and Compliance	Level 5	Decision Making	Advanced
	Customer Behaviour Analysis	Level 4	Communication	Advanced
	Research	Level 3	Problem Solving	Advanced
			Creative Thinking	Advanced
			Resource Management	Advanced

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# Executive - Localisation

## JOB ROLE DESCRIPTION

The Executive - Localisation coordinates internal and external processes to execute the localisation of the organisation's content for delivery to specific territories. He/She maintains day-to-day communication with internal localisation teams and vendors to monitor the progress of specific projects. He is also responsible for communicating expected quality standards for localisation assets to internal localisation teams and localisation vendors.

The work involves high levels of coordination and communication with internal and external stakeholders. He spends most of his time liaising with external vendors as well as internal teams for content localisation.

He is expected to be effective at planning and stakeholder management in order to coordinate with all stakeholders involved in the localisation processes and projects.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Customer Behaviour Analysis	Level 3	Communication	Basic
	Customisation and Localisation	Level 3	Creative Thinking	Basic
	Research	Level 2	Sense Making	Basic
			Service Orientation	Basic
			Problem Solving	Basic

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# Manager - Localisation

## JOB ROLE DESCRIPTION

The Manager - Localisation enables the organisation's content to reach a wider audience by managing the localisation of content to language, cultural context and theatrical expectations of various territories. This may include re-creating content or making minor modifications to cater to local flavours and preferences. He/She sets quality standards for localised assets and manages the internal localisation efforts as well as outsourced localisation processes with external vendors.

The work involves managing multiple internal and external projects involving several stakeholders. He is required to participate in discussions with content as well as distribution teams to align localisation efforts with content expectations.

He should be an effective planner and project manager to be able to deliver effectively within given resource constraints. He ought to be proficient in stakeholder management as well as workflow management in order to manage localisation projects and processes.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Customer Behaviour Analysis	Level 4	Decision Making	Intermediate
	Customisation and Localisation	Level 4	Communication	Intermediate
	Research	Level 3	Problem Solving	Intermediate
			Developing People	Basic
			Leadership	Basic

# Senior Executive - Product Management

## JOB ROLE DESCRIPTION

The Senior Executive - Product Management manages the development, launch and ongoing evolution of specific products for the organisation. He/She supports the development of the product's strategic roadmap with key market and research inputs. He collaborates with various teams to implement product improvements and new features by driving ongoing modifications or project implementation. He manages product feedback and translates it into product requirements for implementation by technical teams. He also collaborates with operations teams to understand product operations and scope for improvement.

The work involves collaboration with business, technology and operations teams as well as keeping an eye on the market for product performance and competitor tracking.

He needs to have a process-oriented mindset and an eye for detail. He is expected to be an effective project manager and able to manage multiple stakeholders. He also requires knowledge of the market trends and relevant technologies.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Insights	Level 4	Communication	Advanced
	Business Negotiation	Level 4	Decision Making	Intermediate
	Concept Creation	Level 4	Sense Making	Intermediate
	Contract and Vendor Management	Level 4	Computational Thinking	Intermediate
	Customer Behaviour Analysis	Level 4	Interpersonal Skills	Intermediate
	Customer Experience Management	Level 4		
	Data Visualisation	Level 3		
	Pricing Strategy	Level 4		
	Product Management	Level 5		
	Project Feasibility Assessment	Level 4		
	Project Management	Level 4		
	Research	Level 3		
	User Experience Design	Level 4		
	User Interface Design	Level 3		

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# Product Manager

## JOB ROLE DESCRIPTION

The Product Manager drives the conceptualisation, development, launch and ongoing evolution of specific products for the organisation to deliver the intended customer experience. He/She develops the strategic roadmap for the products in alignment with the overall product strategy and ensures that the product roadmap supports business drivers by defining key success criteria for the product. He directs market research for gathering product feedback and identifying improvement areas and opportunities for the product and/or associated services. He also collaborates with various teams to develop engaging marketing materials for integrated product and content/service offerings.

The work involves collaboration with the organisation's leadership for defining the strategic direction for the product to drive the operational efficiency and customer reach. He is expected to keep an eye on the market for tracking the evolution of technologies, competitors and customer behaviour that could impact the product and/or service.

He should be an effective leader, with a broad sense of perspective and strong business acumen. He ought to possess the ability to inspire and influence key internal and external stakeholders and should be able to build and manage wider relationships. He should also be seen as a key industry expert in his domain.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Insights	Level 5	Communication	Advanced
	Business Negotiation	Level 5	Computational Thinking	Basic
	Concept Creation	Level 5	Decision Making	Intermediate
	Contract and Vendor Management	Level 5	Transdisciplinary Thinking	Intermediate
	Customer Behaviour Analysis	Level 5	Developing People	Basic
	Customer Experience Management	Level 5		
	Data Visualisation	Level 3		
	Pricing Strategy	Level 5		
	Product Management	Level 6		
	Project Feasibility Assessment	Level 5		
	Project Management	Level 5		
	Research	Level 4		
	User Experience Design	Level 5		
	User Interface Design	Level 4		

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# Head - Content

## JOB ROLE DESCRIPTION

The Head - Content leads the development of the creative vision of the organisation in alignment with organisational objectives and customer expectations. He/She is responsible for developing the content guidelines and the content strategy for production, acquisition and/or commissioning of content by the organisation. He manages the overall financials for all the organisation's content and contributes to the development of effective strategies to monetise the same. He also drives the organisation's efforts to secure funding and sponsorship for its content operations. He ensures that all business narratives and messages formulated by the communications and marketing department are in support of content strategies and decisions. He provides creative guidance and leadership to the organisation, while liaising externally to build the organisation's industry presence and brand.

The work involves strategic planning and stakeholder management to deliver effectively against expectations. He is expected to consistently meet with key internal stakeholders to realise the creative vision of the organisation. He is also expected to actively engage external stakeholders to build the organisation's brand. As such, he may be required to travel frequently as part of his work.

He is an able leader with strong business acumen. He is an authority on the media landscape and its evolution. He is an effective communicator and negotiator. He thrives on business and financial analysis and displays proficiency in commercial decision making.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 6	Leadership	Advanced
	Concept Creation	Level 6	Resource Management	Advanced
	Content Acquisition Management	Level 5	Creative Thinking	Intermediate
	Content Commissioning	Level 5	Decision Making	Advanced
	Content Distribution	Level 5, Level 6	Global Mindset	Intermediate
	Content Strategy	Level 6		
	Contract and Vendor Management	Level 5		
	Customer Behaviour Analysis	Level 5		
	Customer Experience Management	Level 5		
	Customisation and Localisation	Level 5		
	Innovation Management	Level 6		
	Market Evaluation	Level 5		
	Pricing Strategy	Level 5		
	Product Management	Level 6		
	Programme Planning	Level 5		
	Project Management	Level 6		
	Research	Level 5		

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# Analyst - Analytics and Customer Insights

## JOB ROLE DESCRIPTION

The Analyst - Analytics and Customer Insights is responsible for tracking, compiling and reporting customer research metrics that are derived from multiple data points in order to support business decisions. He/She compiles data from multiple customer measurement tools, social media platforms and market research studies and organises the data in formats suitable for analysis. He performs data analysis using defined tools and techniques and delivers insights across various customer segments, genres and media platforms. He also supports the development of reports based on data analytics findings.

The work involves data collection, analysis, insight generation and reporting to various departments as required. This involves high amount of coordination and stakeholder management.

He has knowledge of analytics tools, research techniques and statistical models. He may often be expected to know machine learning, natural language processing and advanced statistical modelling as well. He should be comfortable in the interpretation of business metrics. He ought to be an effective communicator and a creative thinker, and should also show close attention to detail.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Concept Creation	Level 3	Computational Thinking	Basic
	Customer Behaviour Analysis	Level 3	Digital Literacy	Intermediate
	Data Analytics	Level 2, Level 3	Communication	Basic
	Data Visualisation	Level 3	Teamwork	Basic
	Market Research	Level 3	Problem Solving	Basic
	Research	Level 2		

# Manager - Analytics and Customer Insights

## JOB ROLE DESCRIPTION

The Manager - Analytics and Customer Insights is responsible for delivering customer insights across target market segments, platforms and/or genres. He/She also oversees the design and execution of market research projects. He collaborates in the development of analytical, predictive and optimisation models by providing business inputs to teams. He works closely with internal teams to develop goals and key performance indicators (KPIs) across various media channels. He is also responsible for reporting and analysing multi-channel marketing campaigns to determine opportunities to increase effectiveness and maximise return on marketing investment.

The work involves providing day-to-day guidance to the analytics and customer insights team as well as coordination with other departments for insight generation and reporting purposes.

He should be an expert at building statistical models based on business hypotheses. He should also be comfortable with analytics software and programming languages. He ought to be an effective communicator and creative thinker, with an ability to use data to support evidence-based decision making. He should be proficient at project management and team management. He should also possess close attention to detail.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Negotiation	Level 4	Computational Thinking	Intermediate
	Concept Creation	Level 4	Digital Literacy	Advanced
	Contract and Vendor Management	Level 4	Decision Making	Advanced
	Customer Behaviour Analysis	Level 4	Problem Solving	Advanced
	Data Analytics	Level 4	Resource Management	Advanced
	Data Visualisation	Level 4		
	Market Research	Level 4		
	Research	Level 3		

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# Head - Analytics and Customer Insights

## JOB ROLE DESCRIPTION

The Head - Analytics and Customer Insights is responsible for the strategic leadership of all customer and market research and analytics. He/She translates articulated and/or unarticulated business needs and hypotheses into research plans and methods that create business insights. He collaborates with other stakeholders and/or departments to set up the multi-platform customer measurement infrastructure and devises approaches for measuring the effectiveness of content, platforms and campaigns.

The work involves providing technical guidance and leadership to the analytics and customer insights team as well as advising insights-based creative and business decision making.

He should be an expert at both data and business metrics. He should have strong understanding of the fundamentals in quantitative and qualitative research techniques, algorithms, machine learning, natural language processing and statistical modelling. He ought to be an able communicator to convey insights to business leadership and be comfortable in interpreting statistical results.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Business Insights	Level 4	Global Mindset	Intermediate
	Business Negotiation	Level 6	Leadership	Advanced
	Concept Creation	Level 5	Decision Making	Advanced
	Contract and Vendor Management	Level 5	Communication	Advanced
	Customer Behaviour Analysis	Level 5	Developing People	Advanced
	Data Analytics	Level 5		
	Data Visualisation	Level 5		
	Market Research	Level 5		
	Research	Level 4		

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# Community Development Executive

## JOB ROLE DESCRIPTION

The Community Development Executive drives meaningful community development and engagement using initiatives that cut across platforms with an emphasis on social media, videos, live streaming and direct interaction. He/She collects and reviews community feedback for content production and development. He provides regular reports on community trends and sentiments. He provides customers with an authentic, trusted point of contact and authority for their concerns and interests and assists the community with solutions wherever possible. He oversees the development and publication of articles, forum posts, patch notes, videos, live streams and other relevant forms of content to engage the community. He has to plan, administer and run initiatives and live events and forums by using traditional and social media.

The work involves significant effort in research, analysis, creative ideation as well as customer interaction. He also spends his time in meetings within the team and with the marketing team to align plans and community development ideas.

He is comfortable in researching and analysing data, as well as developing creative ideas. He is able to multi-task as he is often involved in multiple assignments and expected to balance priorities. He understands customer sentiment and is adept at interacting with customers.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Brand Management	Level 3	Digital Literacy	Basic
	Business Negotiation	Level 4	Computational Thinking	Basic
	Community Development	Level 3	Teamwork	Basic
	Content Marketing Strategy	Level 3	Communication	Basic
	Contract and Vendor Management	Level 3	Interpersonal Skills	Basic
	Customer Experience Management	Level 2		
	Market Intelligence	Level 3		
	Research	Level 2		

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# Community Development Specialist

## JOB ROLE DESCRIPTION

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 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.

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.

He is an expert at social listening, community building and engagement. He is comfortable in interpreting analytical insights to make decisions, and he is expected to be an effective planner, who engages with stakeholders to influence others with his ideas and plans.

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		

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# Marketing Executive

## JOB ROLE DESCRIPTION

The Marketing Executive is responsible for supporting the marketing campaigns of media assets. He/She is expected to assist with the logistics arrangements involved in organising marketing campaigns and create press kits needed for the media. He is also expected to assist with the collation of customer data to help management understand the target segments for media assets.

The work involves significant time spend on research and analysis to support marketing decisions as well as in executing marketing campaigns. He would need to liaise with several internal and external stakeholders regularly.

He is enterprising and an effective communicator. He collaborates with both internal and external stakeholders and is able to multi-task.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Brand Management	Level 3	Communication	Basic
	Business Negotiation	Level 4	Service Orientation	Basic
	Content Marketing Strategy	Level 3	Digital Literacy	Basic
	Contract and Vendor Management	Level 3	Interpersonal Skills	Basic
	Customer Behaviour Analysis	Level 3	Creative Thinking	Intermediate
	Customer Experience Management	Level 2		
	Integrated Marketing	Level 3		
	Market Evaluation	Level 3		
	Market Intelligence	Level 3		
	Market Research	Level 3		
	Marketing Strategy	Level 4		

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# Marketing Manager

## JOB ROLE DESCRIPTION

The Marketing Manager plans the execution of marketing strategies while keeping an eye on customer and market demands and competitors' positioning. He/She ensures a consistent approach in the development and execution of marketing strategies that are scalable across multiple markets and develops effective marketing activities that support business and marketing objectives within set budgets. He presents marketing activities that are anchored in business objectives and measurable outcomes, based on research and built to drive optimal customer experience. He needs to ensure timely and measurable key measurement indicators to track effectiveness.

The work involves creative ideation, interpretation of insights as well as team management to deliver against objectives. He spends most of his time in creative and business discussions with his team and/or sales team, as well as business stakeholders.

He is a creative thinker, with the ability to use data to inform all decisions. He should possess the ability to lead, organise, delegate, evaluate and budget in order to achieve successful outcomes. He ought to be commercially aware, has sound knowledge of media assets and is proficient at negotiation and influencing.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Brand Management	Level 4	Resource Management	Intermediate
	Business Insights	Level 4	Problem Solving	Intermediate
	Business Negotiation	Level 5	Communication	Intermediate
	Content Marketing Strategy	Level 4	Developing People	Intermediate
	Contract and Vendor Management	Level 4	Service Orientation	Intermediate
	Customer Behaviour Analysis	Level 4		
	Customer Experience Management	Level 4		
	Integrated Marketing	Level 4		
	Market Evaluation	Level 4		
	Market Intelligence	Level 4		
	Market Research	Level 4		
	Marketing Strategy	Level 5		

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# Head of Marketing/Marketing Director

## JOB ROLE DESCRIPTION

The Head of Marketing/Marketing Director is responsible for the development and delivery of a fully integrated strategy for the business. He/She provides clear and dynamic leadership in the marketing of media assets with the use of promotions, events, campaigns, partnerships, branding and franchising to monetise media assets while constantly driving adoption of new and innovative marketing methods. He leads the use of integrated channels within the traditional and digital realms to target customers and increase mindshare. He also drives the organisation's marketing, communications and public relations efforts by defining marketing strategies and plans, establishing guidelines and overseeing execution. He relies heavily on analytics to identify suitable channels for the target customer as well as to evaluate the effectiveness of marketing activities and the return on investment (ROI). He fosters relationships with industry influencers and key strategic partners, ensures effective control of marketing results and takes corrective action to achieve marketing objectives within designated budgets.

He spends a significant amount of time and effort in developing strategies and plans to guide marketing operations. He also invests effort in influencing key internal and external stakeholders to align them with his plans.

He should be customer centric with a strong sense of business acumen. He should also be a strong leader and able to establish a highly competent and action orientated team that is customer centric and accountable. He ought to be an effective communicator with the ability to foster business relationships with stakeholders and/or affiliates.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Brand Management	Level 5	Resource Management	Advanced
	Business Insights	Level 5	Communication	Advanced
	Business Negotiation	Level 6	Decision Making	Advanced
	Community Development	Level 5	Leadership	Advanced
	Content Marketing Strategy	Level 5	Developing People	Advanced
	Contract and Vendor Management	Level 5		
	Customer Behaviour Analysis	Level 5		
	Customer Experience Management	Level 5		
	Integrated Marketing	Level 5		
	Market Evaluation	Level 5		
	Market Intelligence	Level 5		
	Market Research	Level 5		
	Marketing Strategy	Level 6		
	Pricing Strategy	Level 4		

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# Sales Executive

## JOB ROLE DESCRIPTION

The Sales Executive qualifies prospective customers and contacts them if they are deemed as a suitable target, up-sells to existing customers and responds to customer queries under close supervision. He/She is responsible for the achievement of sales targets by tapping on existing accounts and new business development. He works to find new sales leads using market research, business directories, customer referrals, cold calling and/or direct fieldwork. He keeps customers informed of new offerings related to advertising sales and on-air promotions across various digital or traditional platforms as per their requirements. He assists in responses to technical and procedural questions, coordinates the formulation of price quotations, submits sales contract for orders and maintains customer records. He also executes the administrative work needed for approvals, submissions and reconciliation.

The work involves research, coordination and execution, and he spends significant effort in prospecting new opportunities as well as servicing existing accounts.

He is expected to be well-versed and knowledgeable in the organisation's products and/or services. He ought to be comfortable with the sales processes, rights management and contracts. He should have effective communication skills and should be comfortable with numbers and large amounts of data.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Account Management	Level 3	Communication	Basic
	Business Development	Level 4	Interpersonal Skills	Basic
	Business Negotiation	Level 4	Service Orientation	Intermediate
	Content Distribution	Level 3	Teamwork	Basic
	Contract and Vendor Management	Level 3	Digital Literacy	Basic
	Market Intelligence	Level 3		
	Media Distribution Platform Management	Level 3		
	Partnership Management	Level 4		
	Pricing Strategy	Level 3		
	Sales Strategy	Level 4		

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# Sales Manager

## JOB ROLE DESCRIPTION

The Sales Manager is responsible for leading and guiding a team of sales executives in an organisation. He/She analyses data, builds sales plans and sets sales targets and goals. He also develops sales processes and enabling tools for the team. He develops creative integrated sales proposals, packaging content across platforms which may incorporate on-air or digital components, promotions, advertising sales, sponsorships and other package deals to meet customer objectives. He analyses sales statistics to determine the sales performance against targets and determine the most effective strategies to meet the plans. He listens and responds to the customer's needs and is able to evaluate the sales team's performance and provide feedback for improvement.

The work involves leading a team or multiple teams toward the achievement of assigned targets, and may also involve travel to meet customers and generate prospects.

He is able to analyse and interpret complex data to target the focus areas and gaps against the plans and targets. He can inspire his sales team to meet their targets. He has astute analytical and problem solving skills and is required to negotiate and close business deals. He should be able to handle customer complaints and manage stakeholders. He is passionate about helping prospects improve their business.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Account Management	Level 4	Communication	Advanced
	Business Development	Level 5	Problem Solving	Intermediate
	Business Insights	Level 4	Decision Making	Intermediate
	Business Negotiation	Level 5	Interpersonal Skills	Intermediate
	Content Distribution	Level 4	Developing People	Basic
	Contract and Vendor Management	Level 4		
	Market Intelligence	Level 4		
	Media Distribution Platform Management	Level 4		
	Partnership Management	Level 5		
	Pricing Strategy	Level 4		
	Sales Strategy	Level 5		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

# Head of Sales/Sales Director

## JOB ROLE DESCRIPTION

The Head of Sales/Sales Director defines, articulates and implements the organisation's strategy for selling products and/or services. He/She develops forecasts and strategies to achieve the right volume of sales at price levels that ensure profitability. He actively seeks out major customers and forms relationships with key influencers and buyers. He should also keep abreast of the industry trends, market and competitors' activities and serves as a business representative at major industry events, conferences, trade shows or expositions. He is a team leader with the primary task of managing a group of sales managers to be as effective as possible.

The work involves building key relationships to grow the business, and maintain relationships with partners, customers, stakeholders and other affiliated companies. He spends significant time in leading presentations for business development and in meetings with key business stakeholders.

He should display a strong sense of resilience, fairness and has the ability to motivate and inspire his sales teams. He should display strong influencing, problem solving and negotiation skills, and have a strong understanding of market demand and buying behaviour.

SKILLS AND COMPETENCIES	TECHNICAL SKILLS AND COMPETENCIES		GENERIC SKILLS AND COMPETENCIES (TOP 5)	
	Account Management	Level 5	Leadership	Advanced
	Business Development	Level 6	Communication	Advanced
	Business Insights	Level 5	Decision Making	Advanced
	Business Negotiation	Level 6	Interpersonal Skills	Advanced
	Content Distribution	Level 5, Level 6	Developing People	Advanced
	Contract and Vendor Management	Level 5		
	Market Intelligence	Level 5		
	Media Distribution Platform Management	Level 5		
	Partnership Management	Level 6		
	Pricing Strategy	Level 5		
	Sales Strategy	Level 6		

The information contained in this document serves as a guide.

For a list of Critical Work Functions and Key Tasks for this job role, please visit: [www.skillsfuture.sg/skills-framework/media](http://www.skillsfuture.sg/skills-framework/media)

## Notes

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# Supporting Organisations and Acknowledgements

We would like to thank the following organisations and partners for their support and contributions in the development and validation of the Skills Framework for Media:

<b>Actually Sane Studios Pte Ltd</b>	<b>OHBOY! Pictures Pte Ltd</b>
<b>AMX Audiophiles Pte Ltd</b>	<b>One Animation Pte Ltd</b>
<b>Antrepod</b>	<b>PixelMusical LLP</b>
<b>AsiaVR Association</b>	<b>Raycine Studios Pte Ltd</b>
<b>Association of Independent Producers Singapore (Aipro)</b>	<b>Red Hare Studios</b>
<b>BANDAI NAMCO Studios Singapore Pte Ltd</b>	<b>Reelisations Pte Ltd</b>
<b>BattleBrew Productions Pte Ltd</b>	<b>Riot Games Services Pte Ltd</b>
<b>Beach House Pictures Pte Ltd</b>	<b>Scrawl Studios Pte Ltd</b>
<b>BeIN Media Group</b>	<b>Screenwriters Association (Singapore) (SAS)</b>
<b>Big 3 Media Pte Ltd</b>	<b>Sea Limited</b>
<b>Canon Singapore Pte Ltd</b>	<b>Sembcorp Development Limited</b>
<b>Credit Suisse AG</b>	<b>Sentosa Development Corporation</b>
<b>Dezign Format Pte Ltd</b>	<b>Serious Games Association (Singapore)</b>
<b>Encompass Digital Media (Asia) Pte Ltd</b>	<b>Shooting Gallery Productions Pte Ltd</b>
<b>Facebook Singapore Pte Ltd</b>	<b>Sidefx Studios Pte Ltd</b>
<b>Fox Networks Group Singapore Pte Ltd</b>	<b>Singapore Association of Motion Picture Professionals (SAMPP)</b>
<b>Frame by Frame Pictures Pte Ltd</b>	<b>Singapore Cybersports &amp; Online Gaming Association (SCOGA)</b>
<b>GlobeCast Asia Pte Ltd</b>	<b>Singapore Pools Limited</b>
<b>Go Game Pte Ltd</b>	<b>Singapore Press Holdings Limited</b>
<b>Google Singapore Pte Ltd</b>	<b>Singapore Society of Cinematographers</b>
<b>Gravitate Pte Ltd</b>	<b>Sitting In Pictures Pte Ltd</b>
<b>Gryd LLP</b>	<b>Sony Pictures Releasing Singapore Pte Ltd</b>
<b>gumi Asia Pte Ltd</b>	<b>Starhub Limited</b>
<b>Hiverlab Pte Ltd</b>	<b>T-Eight Pte Ltd</b>
<b>Hong Bao Media (Holdings) Pte Ltd</b>	<b>The British Broadcasting Company Limited</b>
<b>Iceberg Design Pte Ltd</b>	<b>The Walt Disney Company Southeast Asia Pte Ltd</b>
<b>IMBA Interactive Pte Ltd</b>	<b>Tokio Marine Life Insurance Singapore Limited</b>
<b>International Game Development Association (IGDA)</b>	<b>Turner Broadcasting Sales Southeast Asia, Inc.</b>
<b>Kaiju Den Pte Ltd</b>	<b>Tuxedo Cow Interactive Pte Ltd</b>
<b>Kaleidoscope Art Pte Ltd</b>	<b>Ubisoft Singapore Pte Ltd</b>
<b>Lucasfilm Animation Co S'pore B.V.</b>	<b>Upside Down Concepts Pte Ltd</b>
<b>Make-Up Entourage Pte Ltd</b>	<b>Viddsee Pte Ltd</b>
<b>Marina Bay Sands Pte Ltd</b>	<b>Vividthree Productions Pte Ltd</b>
<b>Mediacorp Pte Ltd</b>	<b>Wawa Pictures Pte Ltd</b>
<b>Mocha Chai Laboratories Pte Ltd</b>	<b>Witching Hour Studios Pte Ltd</b>
<b>Netflix Pte Ltd</b>	<b>World Association of Newspapers and News Publishers (WAN-IFRA)</b>
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- Individuals who have agreed to share their personal career stories
- Industry Associations and Professional Bodies for sharing their business and members' perspectives
- Various Government and Government-Linked Agencies for their assistance
- Education and Training Providers for their inputs on skills and competencies development

# Wage Information

## MONTHLY GROSS WAGES OF SELECTED OCCUPATIONS IN MEDIA, SEPTEMBER 2018

Occupations		Gross Wage	
		25th Percentile (\$)	75th Percentile (\$)
Game Production	Game Producer	3,899	9,239
Game Design	Junior Designer	2,425	3,212
	Senior Level Designer/Senior Game Designer	3,732	6,851
	Lead Game Designer	3,600	9,000
	Game Director	4,307	14,992
Game Technical Development	Technical Artist	2,200	4,367
	Lead Technical Artist	7,166	15,000
	Junior Programmer	2,800	4,318
	Senior Server Programmer	4,500	9,833
	Senior Game Programmer	3,400	7,644
	Senior Engine Programmer* (Tools Programming)	3,400	12,000
	Lead Game Programmer	3,950	11,624
	Game Technical Director	4,100	15,716
Quality Assurance	Quality Assurance Tester	2,878	4,300
	Lead Quality Assurance Tester	3,000	6,790
Content Production and Management	Junior Scriptwriter/Junior Writer	3,007	3,353
	Scriptwriter/Writer	3,200	5,285
	Head Scriptwriter	5,000	9,870
	Production Assistant	2,700	3,540
	Assistant Producer - Film* (Casting)	2,800	4,570
	Line Producer - Film	4,100	5,670
	Producer - Film* (Casting)	3,600	9,375
	Executive Producer - Film	6,250	18,575
	Production Manager* (Location Scouting)	4,496	7,061
	Assistant Producer - Broadcast* (Casting)	3,223	7,092
	Producer - Broadcast* (Casting)	4,400	7,078
	Executive Producer - Broadcast	9,425	11,997
	Assistant Director	3,400	4,848
	Director* (Single Camera Production, Multiple Camera Production)	3,674	13,827
	Senior Anchor/Senior Presenter/Anchor/Presenter - News	6,843	25,729
	Reporter/Correspondent - News	2,400	4,659
	Senior Reporter/Senior Correspondent - News* (Visual Journalism)	4,917	8,512
	Assistant Producer - News/Current Affairs	3,240	4,187
	Senior Producer/Producer - News	3,682	6,668
	Senior Producer/Producer - Current Affairs	4,898	6,740
	Executive Editor/Executive Producer - News/Current Affairs	7,983	12,471

# Wage Information

Occupations		Gross Wage	
		25th Percentile (\$)	75th Percentile (\$)
Visual Graphics	2D Artist* (Concept Art/Background Art/Character Art and Storyboarding)	2,435	3,783
	Senior 2D Artist* (Concept Art/Background Art/Character Art and Storyboarding)	4,184	5,781
	Lead 2D Artist	5,862	8,742
	Animator	2,503	3,452
	Senior Animator	3,200	5,000
	Lead Animator	3,000	7,375
	3D Artist* (Modeling/Rigging/Texturing, Digital Lighting and Digital Compositing)	2,650	3,775
	Senior 3D Artist* (Modeling/Rigging/Texturing, Digital Lighting and Digital Compositing)	3,000	6,683
	Lead 3D Artist* (Live-action visual effects)	3,800	9,860
	Creative Director/Creative Supervisor/3D Art Supervisor	8,720	11,861
Production Technical Services	Assistant Camera Operator	2,500	3,303
	Camera Operator* (Specialty Camera Operation and Electronic News Gathering and Electronic Field Production Operation)	4,025	5,968
	Director of Photography* (Specialty Camera Operation)	5,000	8,627
Content Post-production	Sound Editor/Sound Engineer	2,600	4,653
	Supervising Sound Editor* (Sound Mixing)	5,586	8,665
	Post-production Assistant	2,500	3,495
	Video Editor* (Colour Grading, Online Editing)	3,350	5,380
	Post-production Supervisor	5,800	8,108
Media Technology and Operations	Technician - Linear Media Infrastructure	3,023	3,769
	Engineer - Linear Media Infrastructure	4,405	5,879
	Manager - Linear Media Infrastructure	6,967	9,680
	Operator - Linear Media Operations	2,442	3,309
	Senior Operator - Linear Media Operations	3,828	5,935
	Manager - Linear Media Operations	6,881	11,887
	Digital Asset Librarian	3,063	3,950
	Digital Asset Manager	6,185	7,681
	Head - Technology and Operations	10,804	21,017

# Wage Information

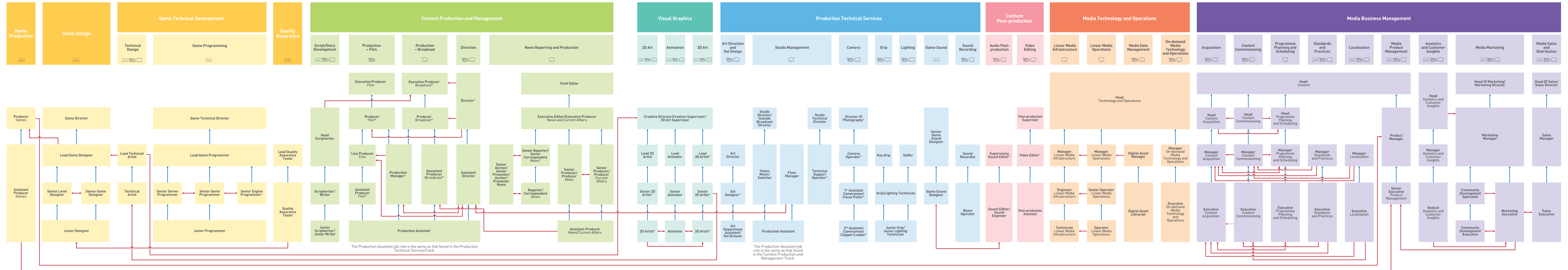
Occupations		Gross Wage	
		25th Percentile (\$)	75th Percentile (\$)
Media Business Management	Manager - Content Acquisition	3,690	9,373
	Executive - Content Commissioning	3,058	4,796
	Manager - Content Commissioning	6,347	11,250
	Head - Content Commissioning	9,240	18,122
	Executive - Programme Planning and Scheduling	2,930	3,910
	Manager - Programme Planning and Scheduling	5,361	8,004
	Head - Programme Planning and Scheduling	8,964	15,698
	Executive - Standards and Practices	3,300	4,292
	Manager - Standards and Practices	5,590	17,304
	Executive - Localisation	3,222	4,189
	Manager - Localisation	3,350	15,641
	Senior Executive - Product Management	2,400	5,317
	Product Manager	7,114	13,832
	Head - Content	18,022	33,722
	Analyst - Analytics and Customer Insights	3,796	5,062
	Manager - Analytics and Customer Insights	6,552	9,411
	Head - Analytics and Customer Insights	10,593	18,873
	Community Development Executive	3,604	6,168
	Community Development Specialist	6,861	10,413
	Marketing Executive	3,500	7,567
	Marketing Manager	8,367	13,475
	Head of Marketing/Marketing Director	16,636	25,167
	Sales Executive	3,367	7,640
	Sales Manager	7,238	14,371
	Head of Sales/Sales Director	19,501	26,889

Wage survey conducted by Willis Towers Watson, commissioned by SkillsFuture Singapore and Infocomm Media Development Authority

Notes:

- 1) Data pertains to full-time resident employees in the private sector establishments each with at least 25 employees.
- 2) Monthly Gross Wage refers to the sum of the basic wage, overtime payments, commissions, allowances, and other regular cash payments. It is before deduction of employee CPF contributions and personal income tax and excludes employer CPF contributions, bonuses, stock options, other lump sum payments and payments-in-kind.
- 3) 25th Percentile Wage refers to the wage level which divides the bottom 25% of wage earners from the rest.
- 4) 75th Percentile Wage refers to the wage level which divides the top 25% of wage earners from the rest.

# SKILLS FRAMEWORK FOR MEDIA Career Pathways



The Career Map serves as a reference to reflect the available job roles and possible career pathways in the Media sector, which may vary depending on each company's structure and business context. The career progression pathways would depend on individual performance, capability, experience, aspiration, as well as company needs.

## LEGEND:

### SUB-SECTOR DEFINITIONS:



GAMES

This sub-sector covers the creation, publication and distribution of cutting edge games content on gaming platforms



FILM / VIDEO

This sub-sector covers film production, distribution and exhibition



TV / BROADCAST

This sub-sector covers the production and distribution of content for television

## LEGEND:



Denotes vertical progression within sub-tracks



Denotes lateral movements

## \* Denotes jobs with specialisations

Specialisations are defined as unique areas of work related to the job role, these may be often included as part of the job role or sometimes these may be performed by professionals focusing in these unique areas

# SKILLS FRAMEWORK FOR MEDIA Career Pathways



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about the Skills Framework for Media

For more information visit  
[www.skillsfuture.sg](http://www.skillsfuture.sg)

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