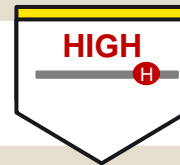# Digital Asset Librarian/ Digital Asset Manager

HIGH
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IN 3-5 YEARS AI and RPA can automate most core tasks such as cataloguing and retrieving media assets. Job holders' functions will be limited to defining rules for AI tools and reviewing their accuracy and outputs

KEY TRENDS

AI & Analytics

Cloud Computing

FUTURE TASK-LEVEL VIEW

- ML tools will filter and do the initial metadata tagging for digital media assets based on pre-defined rules by job holders, who will then review overall quality and accuracy of cataloguing

- Cloud-based digital asset management systems will enable respective team members to store and retrieve content quickly

- AI and Analytics will generate performance metrics about digital asset management and operations, and identify patterns and lapses to automate maintenance during operational lull periods

POSSIBLE JOBS TO MOVE INTO

Digital Asset Librarian/ Digital Asset Manager

- Post-Production Assistant/Video Editor (Moderate)

- Data Management Specialist* (Moderate)

Possible job roles to move into for:
Digital Asset Librarian/ Digital Asset Manager

POSSIBLE MOBILITY OPPORTUNITIES	
Post-Production Assistant/Video Editor	**Data Management Specialist***

RATIONALE

- Job holders leverage their **understanding of media data cataloguing and management** in retrieval of raw footage and media assets for post production video edits. Both roles work in a post-production environment which enables easier transition to this role, but with additional skills in video editing and creativity required

- Job holders leverage their understanding of **data management and media cataloguing** to perform this role, which manages enterprise data files and creating metadata for ease of data retrieval.

- As the creation of metadata and establishment of naming conventions/ tagging will differ amongst industries, job holders may need to familiarize themselves with the specific industry.

TOP SKILLS MATCH

- Media Content Cataloguing

- Media Data Management

TOP SKILLS GAP

- Colour Grading
- Immersive Video Editing
- Media File Formats Conformation
- Video Editing

- Data Protection Management
- Data Design
- Data Governance

*Note: This role is not within the Skills Framework for Media

Click here to find out more on the programmes and support available to close skills gaps