Executive - Programme Planning & Scheduling/ Manager - Programme Planning and Scheduling

HIGH

IN 3-5 YEARS

AI can help in identifying optimal program scheduling and advertising slots, and the potential success of programmes. RPA will help job holders' manage network scheduling tasks at a more accurate and faster pace.

KEY TRENDS

AI & Analytics

Robotics

FUTURE TASK-LEVEL VIEW

- Advanced analytics can identify optimal program scheduling slots by consolidating trends on content shortfalls and opportunities, while predictive analytics can predict the potential success of programmes based on audiences profiles and past consumption trends
- RPA helps manage network scheduling tasks as per content and commercial requirements at a more accurate and faster pace
- AI can help in pricing advertising slots for specific events by recommending audience measurement projections and benchmark figures based on historical data
- Job holders will continue to review content, promotions and commercials placements from pricing and transmission reports to evaluate scheduling performance

POSSIBLE JOBS TO MOVE INTO

For Executive - Programme Planning & Scheduling

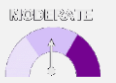
- Localisation Executive (Easy)
- Standards & Practices Executive (Easy)
- Content Acquisition Executive (Moderate

For Manager - Programme Planning and Scheduling

- Localisation Manager (Easy)
- Standards & Practices Manager (Easy)
- Community Development Specialist (Moderate)

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

Possible job roles to move into for:
Executive - Programme Planning & Scheduling

POSSIBLE MOBILITY OPPORTUNITIES		
Localisation Executive	**Standards & Practices Executive**	**Content Acquisition Executive** 
RATIONALE		
▪ Job holders can transit to the localisation role as they would have gained an understanding of consumer preferences, as well as content sensitivities and nuances, from their current role. This would be helpful in learning about content customization and localization in this role.	▪ Job holders possess an understanding of the types of content that can/cannot be aired locally based on their experience in scheduling and reviewing content in line with regulatory/compliance guidelines. This facilitates their transition to this role.	▪ Job holders can transit into this role by leveraging their experience in enhancing content monetization potential and evaluating content performance. However, they will need to learn more about the financial modelling and licensing negotiation aspects in content acquisitions.
TOP SKILLS MATCH		
▪ Customer Behaviour Analysis ▪ Research	▪ Customer Behaviour Analysis ▪ Research	▪ Customer Behaviour Analysis ▪ Research
TOP SKILLS GAP		
▪ Customisation and Localisation	▪ Content Rating and Compliance	▪ Business Negotiation ▪ Content Acquisition Management ▪ Contract and Vendor Management

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Possible job roles to move into for:
Manager - Programme Planning & Scheduling

POSSIBLE MOBILITY OPPORTUNITIES		
Localisation Executive	**Standards & Practices Executive**	**Community Development Specialist**
RATIONALE		
▪ Job holders can transit to the localisation role as they would have gained an understanding of consumer preferences, as well as content sensitivities and nuances, from their current role. This would be helpful in learning about content customization and localization in this role	▪ Job holders possess an understanding of the types of content that can/cannot be aired locally and can design advisory ratings/guidelines for content based on their experience in scheduling and reviewing content in line with regulatory/compliance guidelines.	▪ Job holders can leverage their expertise in analysing content with monetisation opportunities and understanding of audience preferences. ▪ Moving into this role is more difficult as the Community Development Specialist is required to engage with audiences directly through various physical and virtual platforms, which job holders might not have experience in
TOP SKILLS MATCH		
▪ Customer Behaviour Analysis ▪ Research	▪ Customer Behaviour Analysis ▪ Research	▪ Customer Behaviour Analysis ▪ Research
TOP SKILLS GAP		
▪ Customisation and Localisation	▪ Content Rating and Compliance	▪ Market Intelligence ▪ Content Marketing Strategy

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