



COMMUNICATIONS AND MULTIMEDIA

FUTURE SKILLS FRAMEWORK REPORT



PUBLISHED BY



MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION

MCMC HQ Tower 1
Jalan Impact
Cyber 6
63000 Cyberjaya
Selangor Darul Ehsan

Tel: +603 8688 8000
Fax: +603 8688 1000
Website: www.mcmc.gov.my

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PREFACE BY CHAIRMAN OF THE MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION (MCMC)



Tan Sri Mohamad Salim bin Fateh Din | Chairman
Malaysian Communications and Multimedia Commission (MCMC)



Success of this Framework lies in its adoption and outcomes it delivers



Malaysia's communications and multimedia sector is undergoing rapid transformation as artificial intelligence, digitalisation, automation and the green economy reshape the way we work, deliver services and create value. To remain competitive, the sector must continue to strengthen its workforce capabilities in step with these changes.

Developing the right skills requires more than anticipating technological trends. It demands a clear understanding of industry needs, supported by robust evidence and strong collaboration among government, industry, education and training institutions, and the workforce.

The Communications and Multimedia Future Skills Framework, developed by the Malaysian Communications and Multimedia Commission (MCMC), provides a practical reference to guide this effort. Building on the findings of the Impact Study of Artificial Intelligence, Digitalisation and the Green Economy on the Communications and Multimedia Sector, the Framework translates workforce insights into actionable guidance on emerging job roles, future skills, career pathways and workforce transition opportunities across the telecommunications, broadcasting as well as postal and courier services sectors.

The Framework supports employers in workforce planning and capability development, provides education and training institutions with clearer direction in aligning programmes to industry needs, and enables workers and students to better prepare for future career opportunities.

For MCMC, this Framework is an important instrument in supporting the sector's sustainable workforce development. It helps ensure that talent strategies remain aligned with technological advancement, industry priorities and Malaysia's broader digital aspirations.

As the sector continues to evolve, this Framework must remain relevant through regular review and industry engagement. Its success will ultimately be measured by the extent to which it is adopted and translated into meaningful workforce outcomes.

I wish to express my sincere appreciation to the Honourable Minister of Communications for his leadership and support of this initiative. I also thank TalentCorp, our industry partners, education and training institutions, subject matter experts, and all stakeholders whose contributions have made this Framework possible.

Together, we can build a skilled, agile and future-ready communications and multimedia workforce that will support the continued growth and competitiveness of Malaysia's digital economy.

Tan Sri Mohamad Salim bin Fateh Din

Chairman

Malaysian Communications and Multimedia Commission (MCMC)



COVER RATIONALE

COMMUNICATIONS AND MULTIMEDIA FUTURE SKILLS FRAMEWORK REPORT

The cover page design for the “Communications and Multimedia Future Skills Framework Report” visually articulates the synergy between human talent, digital transformation, and advanced infrastructure. Set against a deep navy blue canvas, a colour choice that evokes trust, professional authority and technological depth, the design utilises sharp contrast and vibrant lighting to reflect a forward-looking, high-tech industry ecosystem. Incorporating signature gold and blue hues inspired by the MCMC brand identity, the overall composition establishes a clean, modern aesthetic that immediately conveys the strategic importance of workforce readiness in the digital era.

At the top right, a series of dynamic geometric frames cut across the page to symbolise movement, progress, and precision. Within these angular cutouts, real-world imagery highlights the key subsector under MCMC’s umbrella: a field technician representing telecommunications infrastructure, a news presenter representing media and broadcasting, and a delivery worker representing postal and courier services. By placing human professionals prominently at the top, the visual composition emphasises that despite rapid technological change, human capital remains the core driver of the communications and multimedia industry.

The bottom half of the cover illustrates the modern technological foundation enabling this workforce. A glowing cityscape beneath a night sky is anchored by a high-reaching telecommunication tower, a flying drone, and a robotic arm, surrounded by luminous digital spheres representing 5G, Wi-Fi, cloud technology, and human networks. An engineer standing, looks out over this hyper-connected landscape, symbolising visionary planning, oversight, and the bridging of present skill sets with future digital demands. Together, these elements form a cohesive narrative that positions the report as an essential roadmap for navigating the future of work in Malaysia’s digital economy.

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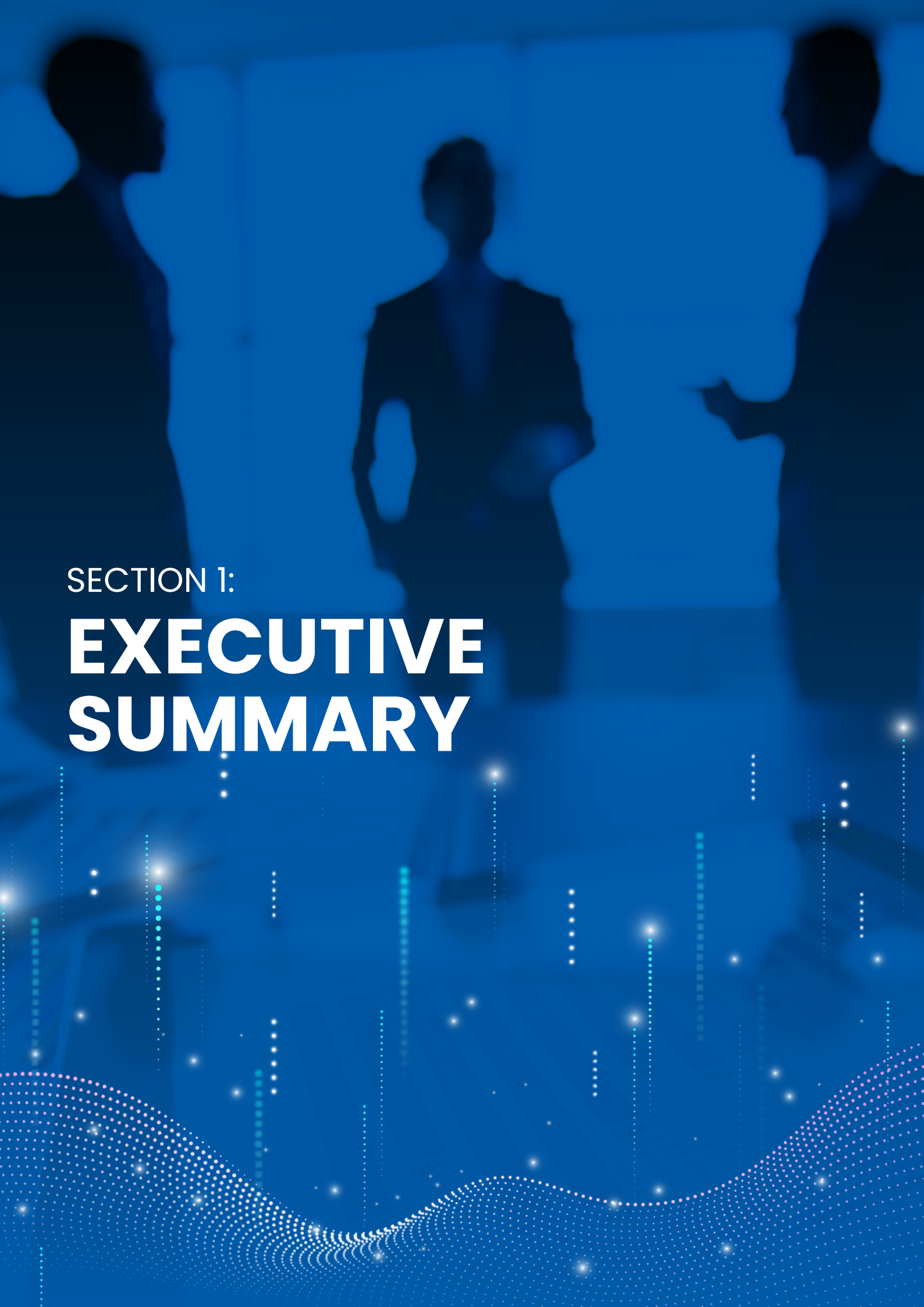
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SECTION 1:

EXECUTIVE SUMMARY

OVERVIEW OF THE C&M FUTURE SKILLS FRAMEWORK

As Malaysia's Communications and Multimedia (C&M) sector evolves through rapid technological advancement and market transformation, driven by forces such as Artificial Intelligence (AI) adoption, digitalisation and the transition to a green economy, workforce requirements are being fundamentally reshaped.

Retaining existing workforce capabilities is no longer sufficient. As service models evolve, proactive upskilling and reskilling become essential for organisations to remain competitive and diversify their capabilities to capture new market. Investing in workforce development is therefore a necessity to ensure the C&M sector keeps pace with the pressure to transform and thrive.

Thus, the Communications and Multimedia Future Skills Framework (FSF) serves as a sector-wide reference across Telecommunication, Broadcasting and Postal and Courier. It provides a common foundation to guide workforce initiatives, training programmes and policy development. The C&M FSF outlines current job roles and future skills needed over the next five years and capabilities required to support sector transformation, enabling coherent, long-term human capital planning.

In parallel, the C&M FSF functions as a shared reference point for stakeholders to align regulatory priorities, workforce strategies, curriculum design and individual development pathways. By offering a unified skills architecture, it reduces fragmentation across the ecosystem and supports more coordinated and future-ready capability development.

SCOPE, COVERAGE AND APPROACH

To support this objective, the FSF focuses on four interconnected components:

► Job Roles:

Identifying job roles across Telecommunication, Broadcasting and Postal and Courier, clarifying responsibilities, expectations and functional interdependencies.

► Future Skills:

Defining the capabilities required to perform each job role effectively, aligned with evolving technological, regulatory and market demands.

► Career Mobility:

Mapping vertical progression within job clusters and lateral mobility across related functions to strengthen workforce adaptability.

► Moving Forward:

Exploring the current state of upskilling across the C&M sector, stakeholder recommendations to leverage the FSF, as well as the sectoral outlook for the next 10 to 15 years.

By mapping these elements, the FSF translates sectoral trends into actionable workforce insights, helping stakeholders understand what job roles are needed, what skills are required, how talent can develop and how to support long-term workforce development.

The framework spans three key C&M subsectors, each with distinct operating models and capability requirements:

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Telecommunication

Provides Malaysia's core digital connectivity, enabling nationwide voice, data and broadband services that underpin the digital economy



Broadcasting

Delivers audio-visual content across television, radio and digital platforms, combining creative production with multi-platform distribution



Postal and Courier

Supports logistics and delivery, enabling e-commerce, trade and last-mile connectivity through increasingly technology-enabled operations

APPROACH

To ensure relevance and practical applicability, the FSF was developed through structured industry engagement and validation sessions across all three subsectors.

Industry stakeholders were consulted to provide insights on current job roles, future skills requirements, likely career movements and sector-specific challenges. These engagements informed the refinement of job roles, future skills mapping, career mobility options, and workforce recommendations, ensuring alignment with real-world operational realities.

A total of 30 organisations including industry leaders, contributed to this process, representing the three subsectors across C&M.

SUMMARY OF KEY FINDINGS

SECTORAL OVERVIEW

Identified key trends shaping each C&M subsector, highlighting technology shifts, new ways of working, and evolving customer demands:



Telecommunication

- "Telco to Techco" Transformation
- AI and Digital Tools Enhancing Network Operations and Security
- Strategic Partnerships Accelerating Innovation
- Next-Generation Network and Infrastructure
- Sustainable Growth Through Green Innovation



Broadcasting

- The Shift to OTT and Hybrid Broadcasting Models
- Cloud-Based Workflows Reshaping Production
- The Rise of AI and Automation in Broadcasting
- Telco-Broadcaster Partnerships Accelerating



Postal and Courier

- Adapting to Increasing Consumer Expectations and Demands
- Cross-Border Growth Amidst Regulatory Challenges
- Greener Last-Mile Solutions for Efficiency and Sustainability
- Innovating Business Models to Expand Services
- Technology Efficiency Across the Value Chain

JOB ROLES AND FUTURE SKILLS

Identified job roles and skills, with identified key themes and emerging patterns across each subsector:

A total of 441 job roles and over 600 unique skills have been identified across the C&M sector



Telecommunication

209 job roles

314 future skills

Telecommunication-specific job roles are highly specialised, with clear separation of functions across domains

Roles such as cybersecurity and data science are highly sought after, with high industry demand and competition

Technical, soft and business skills work together to support an enterprise-focused approach



Broadcasting

141 job roles

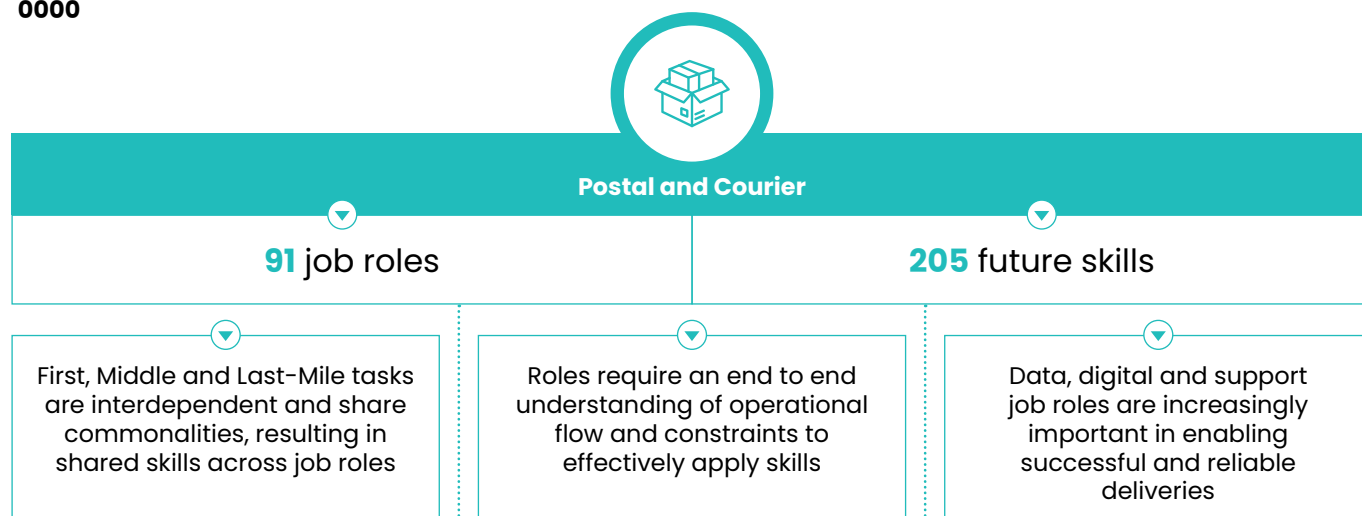
220 future skills

Project-based delivery drives interdependence between functions and reliance on shared operations skills and knowledge

Convergence of TV, Radio and Digital platforms is expanding job role responsibilities, requiring skills to be applied across various platforms

Rising content volume and delivery speed are increasing pressure on workflow efficiency and scalability

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CAREER MOBILITY

Career mobility across the three C&M subsectors typically occurs at different structural layers, each with varying conditions and degrees of feasibility.

Within Cluster

Lateral and vertical movement of job roles within a job cluster

Within Segment

Lateral movement between job roles within the same segment

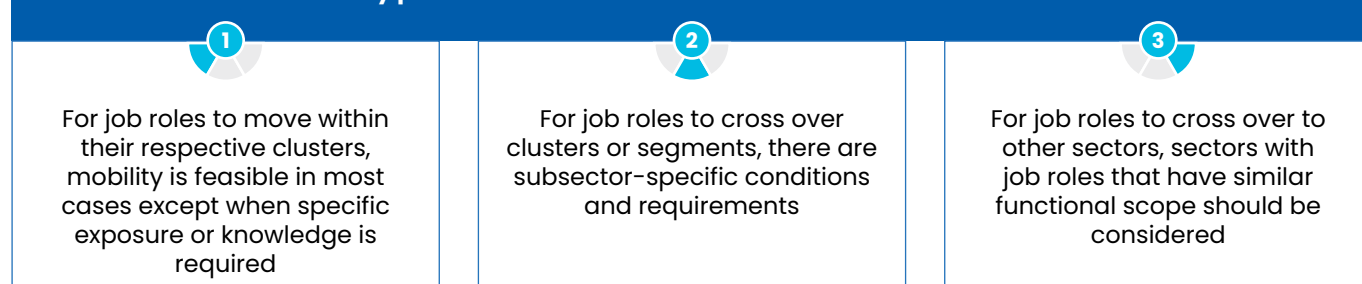
Within Subsector

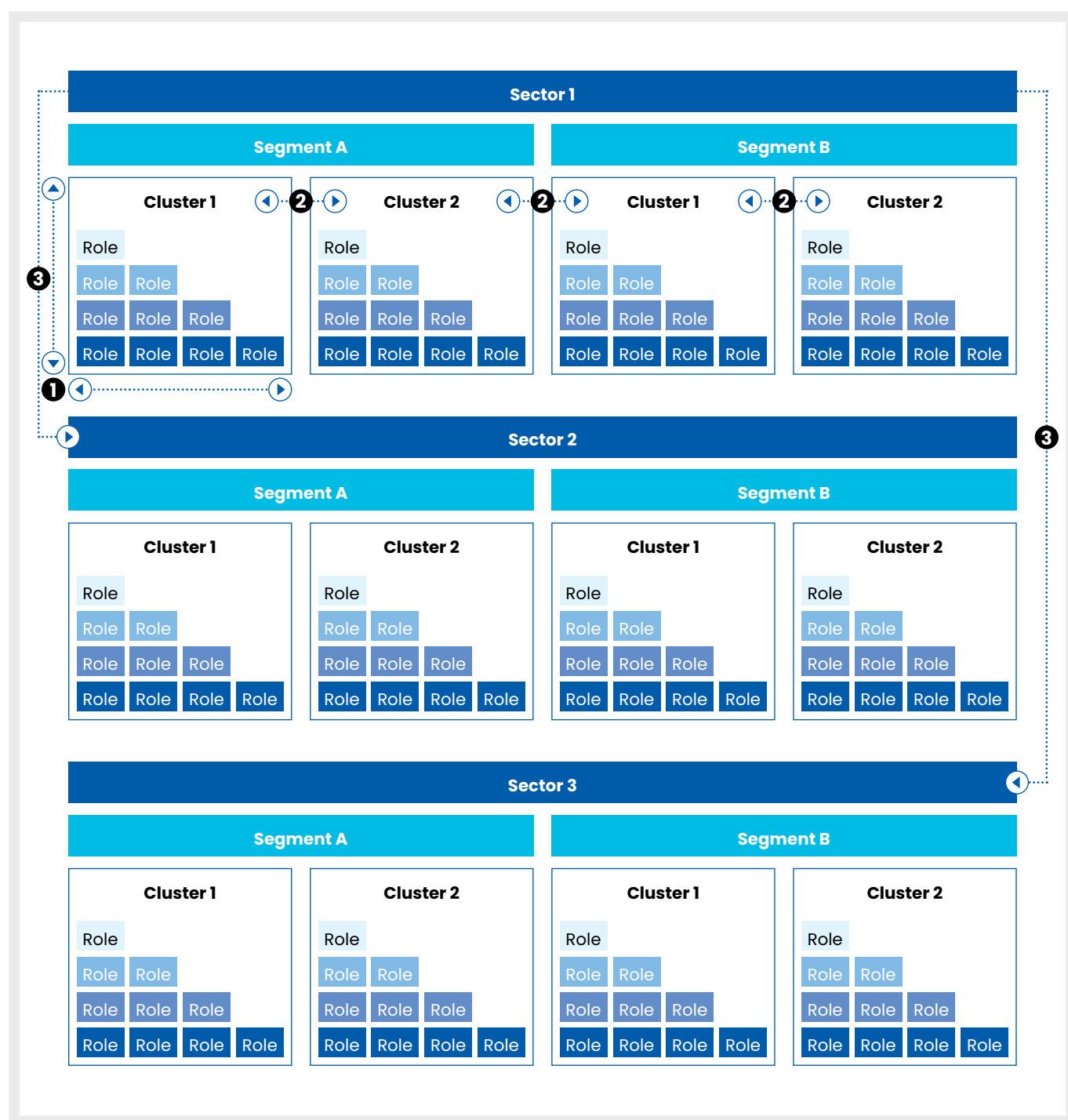
Lateral movement between job roles within the subsector

Across Sector

Lateral movement between job roles from a subsector to another sector or subsector

Key patterns identified across the three C&M subsectors





MOVING FORWARD

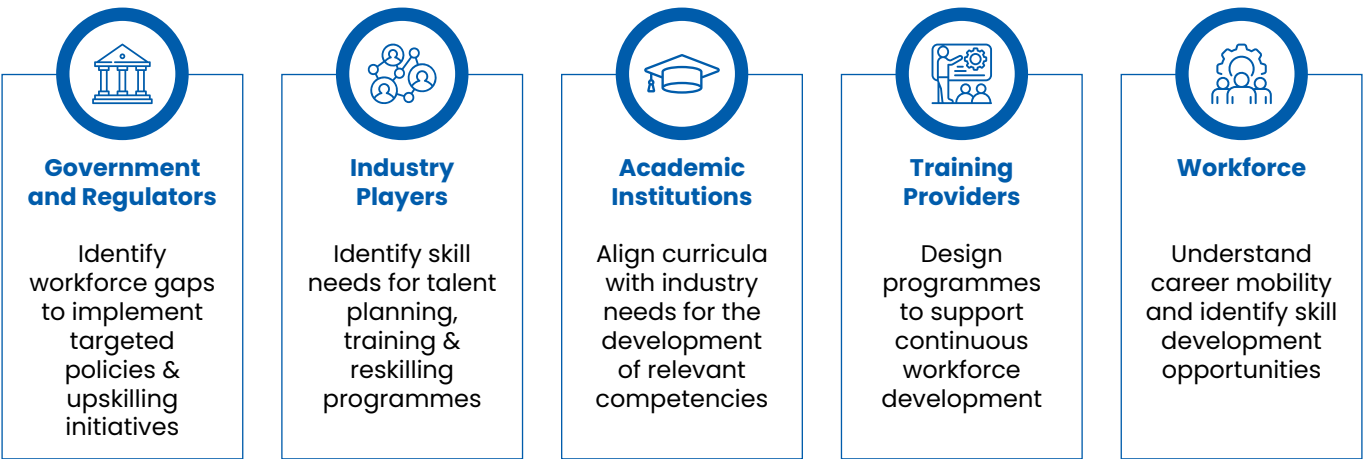
Upskilling is a constant across Telecommunication, Broadcasting and Postal and Courier, but its overall effectiveness is limited by structural, operational and contextual constraints:

- A mix of learning channels exists, such as structured training, e-learning, certification and on-the-job development, but these vary in relevance and application
- Telecommunication faces gaps where training is largely theoretical and operational loads restrict meaningful learning
- Broadcasting encounters fragmented upskilling due to production-driven schedules and a project-based workforce model
- Postal and Courier struggles with foundational digital fluency gaps and legacy systems that make training difficult to apply

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Across all subsectors, upskilling occurs but does not consistently translate into improved capability due to limited practical application and misalignment with real work tasks.

Given these conditions, the FSF provides a structured reference that stakeholders can use to shape more targeted and relevant actions within their own contexts. The following illustrates how each group can apply the framework to support more effective capability development across the C&M sector:

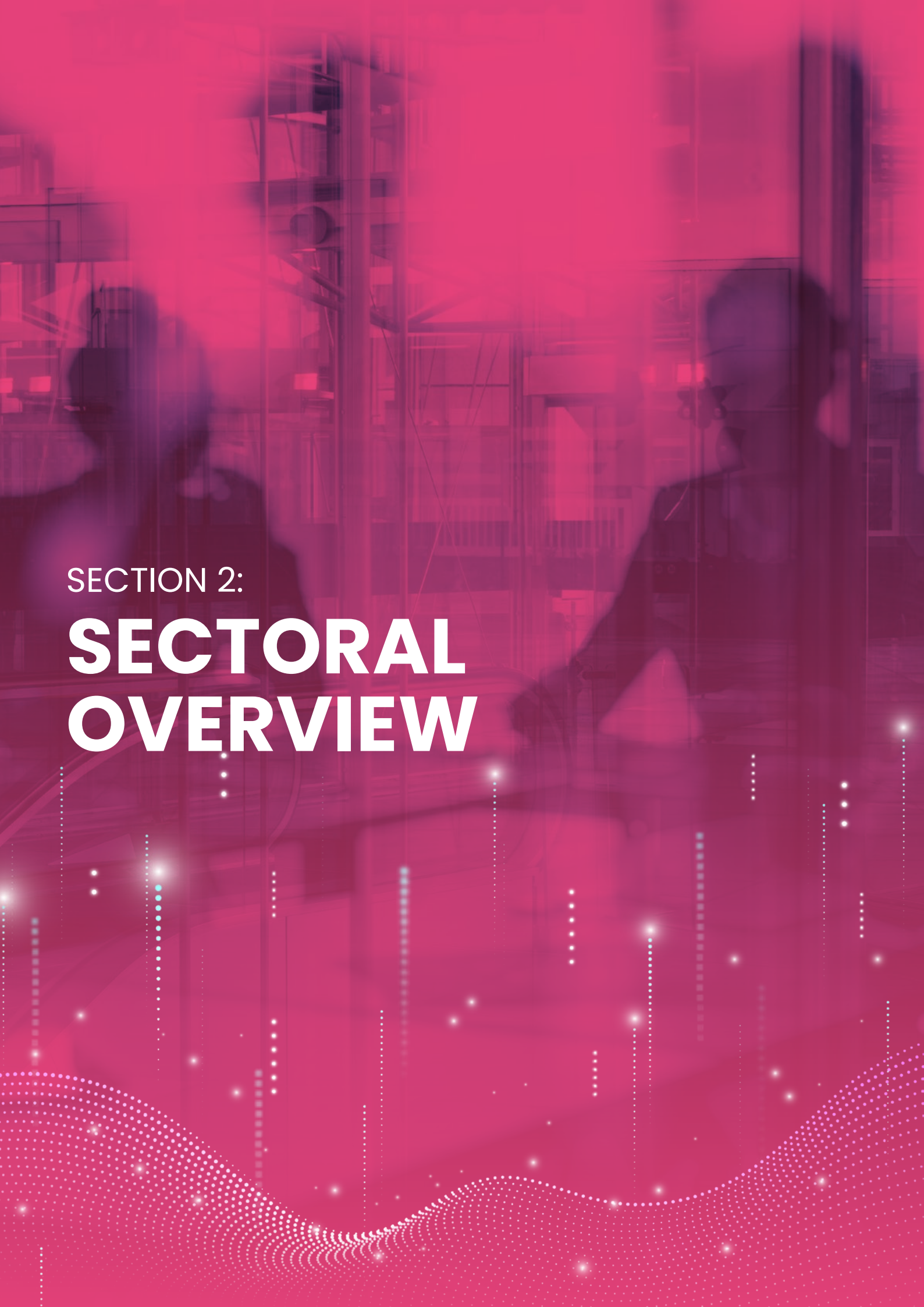


The following table illustrates how each subsector is expected to evolve over the next 10 to 15 years and the capabilities that will become increasingly important as new technologies reshape business models, delivery systems and workforce job roles.



Sector	Focus Areas	In-demand Skills
Telecommunication 	• Next-generation networks: Automated, software-defined connectivity delivering secure, reliable services at scale • Enterprise-driven digital growth: Programmable networks enabling smart manufacturing, healthcare, transport, and smart cities • Future-ready infrastructure: AI-enabled operations and long-term quantum-safe research strengthening network resilience and national competitiveness	• Next-gen networks & automation • IoT & edge computing integration • Cybersecurity & Satellite Network resilience
Broadcasting 	• Digital & on-demand shift: Linear TV/radio move to digital platforms with streaming/OTT convergence • Data-driven content: AI- and cloud-enabled operations support personalised, targeted, automated content creation • Hybrid & inclusive delivery: Reach urban and rural audiences while ensuring content standards, digital inclusion, and robust national media infrastructure	• Digital & AI-enabled content production • OTT & streaming platform management • Cybersecurity & digital rights management
Postal and Courier 	• Postal and Courier evolution: Mail declines; e-commerce drives automated, platform-based, analytics-led operations • Service focus: Service quality, reliability and ecosystem integration replace low cost as key differentiators • Delivery & market changes: Continuous tech-driven improvements and market diversification to meet evolving consumer needs	• Digital & automated operations • Customer experience & service quality • Cybersecurity & secure transactions

As the C&M sector shifts towards more digital, automated and system-driven operations, the nature of job roles and skills will change accordingly; some will reduce in scale, many will evolve towards oversight and integration, and a smaller set will phase out as functions become fully automated.



SECTION 2:

SECTORAL OVERVIEW

OVERVIEW OF THE C&M SECTOR

The C&M sector plays a pivotal role in Malaysia's economic, social and digital development. Encompassing telecommunication, broadcasting and postal and courier, the sector provides the infrastructure, services and digital platforms that enable nationwide connectivity, information exchange, content distribution and the movement of goods, thus supporting Malaysia's transition towards a vibrant and inclusive future economy.

As infrastructure, content and service layers increasingly converge, the C&M subsectors are governed collectively under the Communications and Multimedia Act 1998, administered by the Malaysian Communications and Multimedia Commission (MCMC). This integrated regulatory model mirrors international best practices such as the United Kingdom's unified oversight under Ofcom, allowing for cohesive policy-making, coordinated industry development, and consistent governance across the broader ecosystem. For example, digital platforms depend on robust telecommunication networks for data exchange and content delivery, while modern logistics systems rely on connectivity, delivery and digital technologies to facilitate e-commerce and cross-border trade.

Within this integrated ecosystem, each subsector contributes distinct yet interdependent capabilities:



Telecommunication delivers nationwide digital connectivity, enabling voice, data, and broadband services essential to the general public, businesses and government.



Broadcasting provides television, radio and digital content services, combining creative production with rapidly evolving multi-platform distribution.



Postal and Courier underpin logistics and last-mile delivery, increasingly enhanced by automation and e-commerce expansion.

Together, these subsectors form a mutually reinforcing ecosystem that enables digital services and sustains Malaysia's economic competitiveness.

In 2024, the C&M sector continued to demonstrate strong economic significance. Telecommunication remained the largest contributor at RM75.38 billion, followed by broadcasting at RM10.17 billion and postal and courier at RM5.01 billion. These figures demonstrate the sector's value, from critical national infrastructure and creative content industries to logistics networks.

Source: GSMA, Institute for Government, Department of Statistics Malaysia

The C&M subsectors continue to focus primarily on delivering established services. Telecommunication operators emphasise network reliability, broadcasters focus on producing and distributing content through traditional and digital channels and postal and courier providers concentrate on timely physical delivery. These functions remain essential foundations of the sector, but relying on them alone no longer supports long-term competitiveness for industry players or the sector as a whole.

At the same time, the sector is experiencing converging pressures. Customers expect significantly higher performance from existing services: faster connections, more stable streaming, quicker and more transparent deliveries and seamless digital interactions. Parallel to this, demand is shifting into new digital domains where OTT players, digital platforms, e-commerce marketplaces and integrated logistics providers currently lead. These entrants are capturing growth because they respond to needs that traditional C&M organisations are not yet structured or equipped to serve.

Meeting these expectations increasingly depends on digital capabilities such as real-time visibility, seamless online interactions and integrated service experiences. These outcomes cannot be delivered effectively through legacy IT environments, which were designed for traditional operations rather than digital service models. As a result, modernising IT and building the workforce skills required to utilise new technologies become essential not only for improving existing services but also for enabling the digital offerings that customers and the market now demand.

To act on these requirements, the sector must rethink how technology is applied across the organisation. Today, IT functions in C&M organisations remain centred on maintaining core operational systems, network infrastructure, broadcast transmission platforms, fulfilment workflows and legacy enterprise systems. These capabilities support established services, but they are not sufficient for building, scaling or competing in new digital service areas.

To participate meaningfully in emerging demand spaces, digital technology must evolve from maintaining systems to enabling digital products and data-driven services. This includes capabilities such as real-time analytics, cloud-based content distribution, customer-facing digital platforms, secure transaction layers and automation-enabled logistics solutions. Delivering these requires expertise in product development, cloud engineering, data modelling, API integration, cybersecurity and user-centric design.

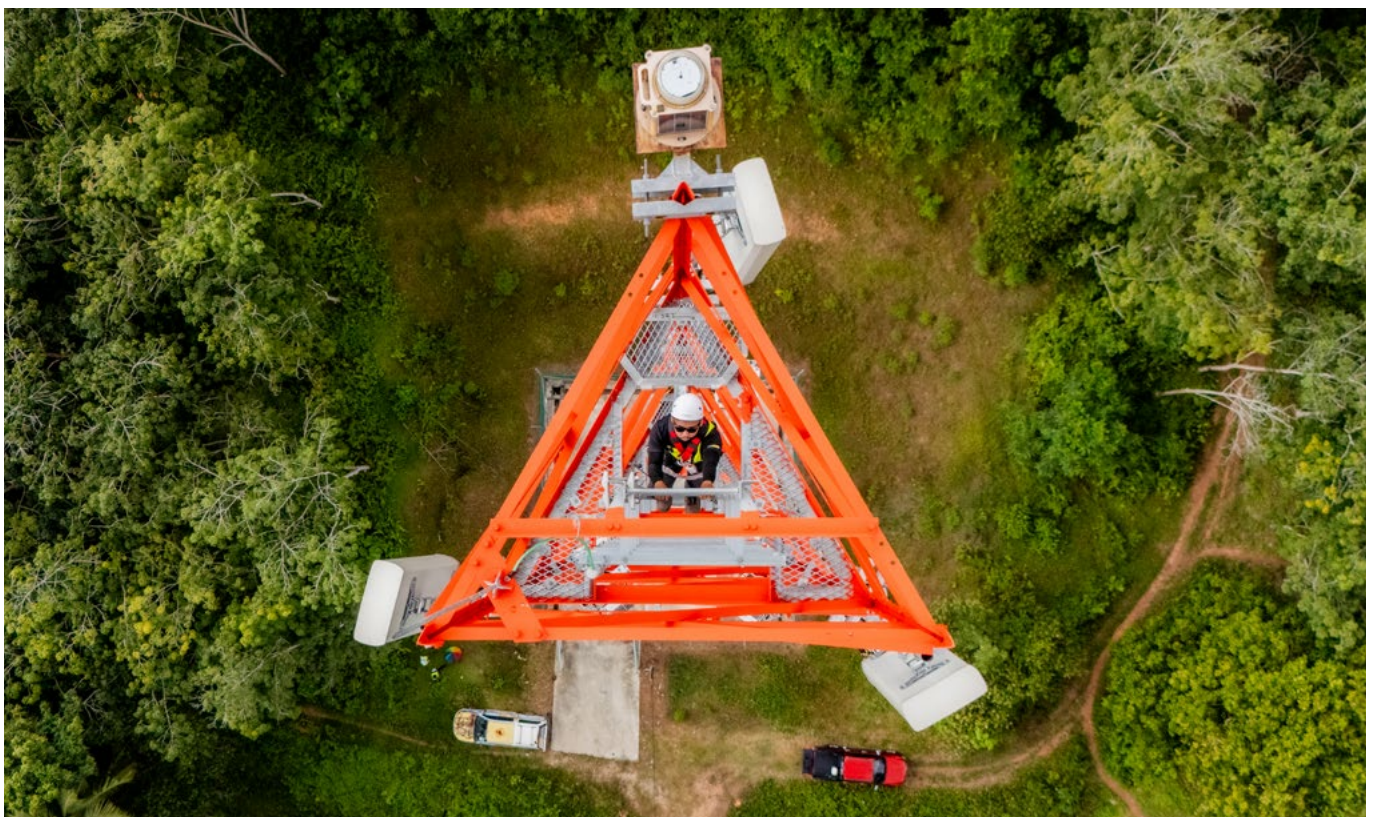
However, this transformation cannot be carried out by IT functions alone. The pressure to elevate existing services also demands change across operational, commercial and service teams. Functions such as operations, customer service, product management, network engineering, content production and logistics must adopt more digital ways of working and build the skills needed to fully leverage new technologies. Without organisation-wide capability uplift, even well-designed IT systems cannot translate into improved services or new offerings at scale.

Realising this shift requires investment not only in technology but also in workforce capability. Employees need two categories of skills. First, skills that increase operational efficiency. Process automation, workflow optimisation and data-driven operational insights reduce manual effort and speed up routine tasks, freeing up capacity so teams can focus on higher-value activities instead of being constrained by repetitive operations. Second, employees require skills that enable the creation of new products and services. Competencies in artificial intelligence,

cloud engineering, product development, business intelligence, demand forecasting, API integration, cybersecurity, and user experience design empower teams to extend the value of existing infrastructure and respond to emerging market opportunities.

If the sector successfully develops these capabilities, several outcomes will follow. Core services will become more competitive as improved efficiency and reliability meet rising customer expectations. Operational capacity will increase without the need to expand headcount, enabling organisations to do more with their existing workforce. More importantly, organisations will gain the ability to develop new services currently dominated by external digital players, allowing them to participate directly in high-growth areas rather than only enabling them. This diversification strengthens resilience by reducing dependence on legacy revenue sources and positioning the sector to adapt more effectively to future shifts in technology, customer behaviour or competitive dynamics.

Having outlined the C&M sector's potential areas of focus and the capabilities required to future-proof industry players, the next step is to examine the operational and market demands shaping each subsector. These conditions influence how organisations respond to change and determine which workforce capabilities they prioritise. The following sections therefore explore the trends affecting the telecommunication, broadcasting, and postal and courier subsectors to clarify how workforce requirements are evolving across the C&M sector.



TELECOMMUNICATION

The telecommunication subsector plays a critical role in the modern digital economy by enabling the seamless exchange of information across vast distances. Reliable connectivity grants individuals and businesses access to global markets and knowledge networks, fostering international trade, expanding educational and healthcare access and driving the growth of emerging sectors such as e-commerce and financial technology.

The subsector has evolved from traditional voice providers into multi-service, technology-driven enterprises. This transformation was driven by the shift from circuit switching to packet switching to enable dynamic resource sharing among multiple users, reduce infrastructure costs and support converged voice, video and data services on a single network. This is consistent with the consumer trend to adopt a more cost-effective means of communication.

In the 2000s, operators diversified beyond core communication services through convergence with media and technology, offering bundled packages. Since 2020, they have further transformed into "Techcos", integrating cloud computing, Internet of Things (IoT), AI and data analytics to deliver platform-based solutions across industries including fintech, healthcare and smart cities, positioning themselves as enablers of digital transformation rather than mere connectivity providers. Globally, the telecommunication market is projected to reach RM12.9 trillion by 2033, growing at a CAGR of 5.57% (2025–2033). The Asia-Pacific region is expected to contribute around RM3.6 trillion. Leading global operators include China Mobile, Verizon, AT&T, and Vodafone, while Huawei and Ericsson dominate the network infrastructure segment. Growth is driven by rising mobile data demand, rapid cloud adoption, enterprise digitalisation and the proliferation of IoT across sectors.

Source: Cognitive Market Research

In Malaysia, the telecommunication subsector is competitive and fast-evolving, regulated by the Malaysian Communications and Multimedia Commission (MCMC) under the Communications and Multimedia Act 1998. The market comprises Mobile Network Operators (MNOs), Mobile Virtual Network Operators (MVNOs), tower and infrastructure providers, fixed and broadband providers and satellite operators. Major players include Telekom Malaysia, Maxis, CelcomDigi, TIME dotCom, U Mobile, YTL, EDOTCO and EdgePoint Infrastructure. Ongoing government policies and 5G rollout are accelerating mobile and broadband penetration nationwide.

This transformation carries significant implications for Malaysia's digital competitiveness. The shift toward Techco models is particularly relevant as average revenue per user (ARPU) plateaus in a maturing mobile market. Digital services and enterprise solutions are emerging as key growth drivers beyond basic connectivity. For enterprises, telcos are evolving from infrastructure providers to strategic digital partners, offering integrated cloud, AI and cybersecurity capabilities. For consumers, this translates into bundled digital services and AI-powered experiences extending well beyond traditional voice and data.

However, execution is not without challenges. Telcos face talent competition in AI and cloud engineering against global tech giants and regional hubs such as Singapore. They must also modernise legacy infrastructure and navigate evolving regulatory frameworks surrounding data governance and monetisation. As Malaysia continues to strengthen its digital talent base, upgrade networks, and foster an enabling policy environment, the nation is well-positioned to advance its ambition of becoming a competitive and connected regional digital hub.

CASE STUDY



Jalanin Digital Negara (JENDELA) Initiative

The JENDELA action plan, part of the Twelfth Malaysia Plan (2021–2025), aims to enhance digital connectivity by improving infrastructure and optimising spectrum usage.

Phase 1 Results (Concluded 2022):

- Achieved 96.9% 4G Coverage nationwide
- Delivered average mobile speeds of 35 Mbps
- Connected 7.5 million premises with high-speed internet

Phase 2 Targets (Commencing Q4 2025):

- Focus on rural and underserved areas, especially Sabah and Sarawak
- Upgrade Multi-Operator Core Network (MOCN) from a four-way to a six-way configuration
- Expand Point of Presence (PoP) sites with speeds up to 1 Gbps
- Achieve 100% internet coverage in populated areas

Source: Telecoms, ResearchGate

Trend

1

'Telco to Techco' Transformation

As connectivity becomes increasingly commoditised and consumer expectations for seamless digital experiences intensify, telecommunication operators face an inflection point requiring strategic reinvention. The shift from traditional telecommunication (Telco) to technology-driven enterprises (Techco) marks a deliberate move toward innovation, adaptability and sustainable value creation beyond core network services.

This transition is built on several enablers. Cloud technology offers scalability and cost efficiency for faster service deployment, while AI and machine learning support predictive maintenance, network optimisation and personalised customer experiences. Digital ecosystems and partnerships extend offerings into cloud services, cybersecurity and IoT. At the same time, operational flexibility and sound data governance enable quicker market response while protecting infrastructure and customer trust.

In Malaysia, the industry is undergoing similar shifts as operators adapt to commoditised core services and pursue revenue opportunities in digital and enterprise solutions.

CASE STUDY



Maxis' Transformation into a Technology-Driven Company

Maxis Berhad is transforming from a traditional telecommunication company into a technology-driven company:

Initiatives:

- Became the first Malaysian telecommunication company to shift all mission-critical and digital workloads to the AWS Malaysia region, cutting costs and improving performance and efficiency
- Partnered with Singtel to introduce Malaysia's first unified platform to expand access to advanced connectivity and multi-cloud capabilities
- Expanded work with Google Cloud to integrate GenAI across its operations, boosting productivity, enhancing customer service, and strengthening digital resilience through advanced AI and secure cloud capabilities

As Telcos evolve, cultural transformation becomes as crucial as upgrading infrastructure. The Techco model demands innovation, cross-functional collaboration, and openness to experiment, challenging hierarchical, risk-averse norms. Slow decision-making and siloed structures limit innovation and delivery. Driving change requires empowering teams with autonomy, promoting calculated risk-taking and strengthening collaboration across technology, business and operations. Sustaining this shift calls for leadership support and communication that links culture change to business outcomes. Ultimately, this transformation depends on new technologies and an agile and collaborative workforce.

Source: Forbes, Futurenet, McKinsey, Digital News Asia, Maxis

Trend**2 AI and Digital Tools Enhancing Network Operations and Security**

AI and machine learning (ML) are enabling telecommunication operators to improve predictive maintenance, optimise networks and deliver personalised customer experiences. Real-time analytics and automation help prevent outages, enhance service quality and drive operational efficiency.

Generative AI (GenAI) extends these capabilities by analysing unstructured data, automating content creation and enabling deeper customer personalisation. Agentic AI represents the next stage, providing higher levels of network autonomy. By automating tasks such as traffic management and resource allocation and maintenance, it supports proactive operations, improves user experience, and reduces costs, paving the way for self-optimising networks.

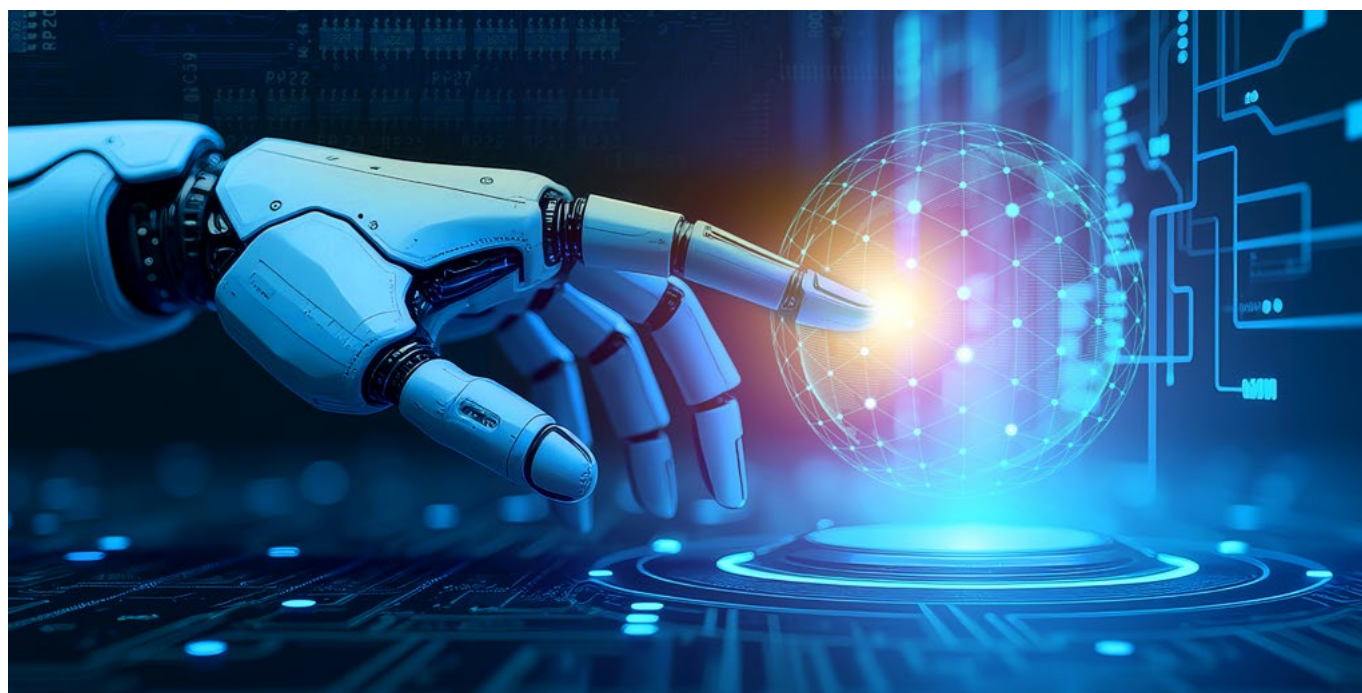
In Malaysia, operators are actively adopting GenAI, while Agentic AI remains in pilot stages. U Mobile, in partnership with Amazon Web Services, has deployed GenAI-powered customer service solutions, fully deployed in 2025 and is expanding its use into talent development initiatives. Telekom Malaysia leverages Robotic Process Automation (RPA) and GenAI for invoice management and is exploring autonomous decision-making capabilities.

Global operators are also modernising infrastructure to support AI-driven operations. Open Radio Access Network (RAN) and virtualised networks separate hardware from software, enabling cloud-based management with greater agility and scalability. Cloud technologies allow managed digital services beyond connectivity, while edge computing provides faster data processing for latency-sensitive applications in healthcare, industrial IoT, autonomous systems and smart cities. Cybersecurity remains a priority, requiring multi-layered protection, real-time threat detection and advanced encryption to safeguard networks and data.

Malaysia is strengthening its digital transformation through initiatives such as Telekom Malaysia's Smart City Network Infrastructure, which enhances nationwide connectivity, and digital services. Major global investments in AI, cloud, and data centre infrastructure further reinforce the nation's role in the regional digital economy. Operators have also launched a federated network service under the GSMA Open Gateway initiative to combat digital identity theft and scams.

Collectively, these developments are transforming Malaysia's telecommunication subsector into a more intelligent, agile, and secure ecosystem, capable of meeting rising digital demand and supporting next-generation services.

Source: UST, NTT Data, RCR Wireless News, Zycus, Telco News

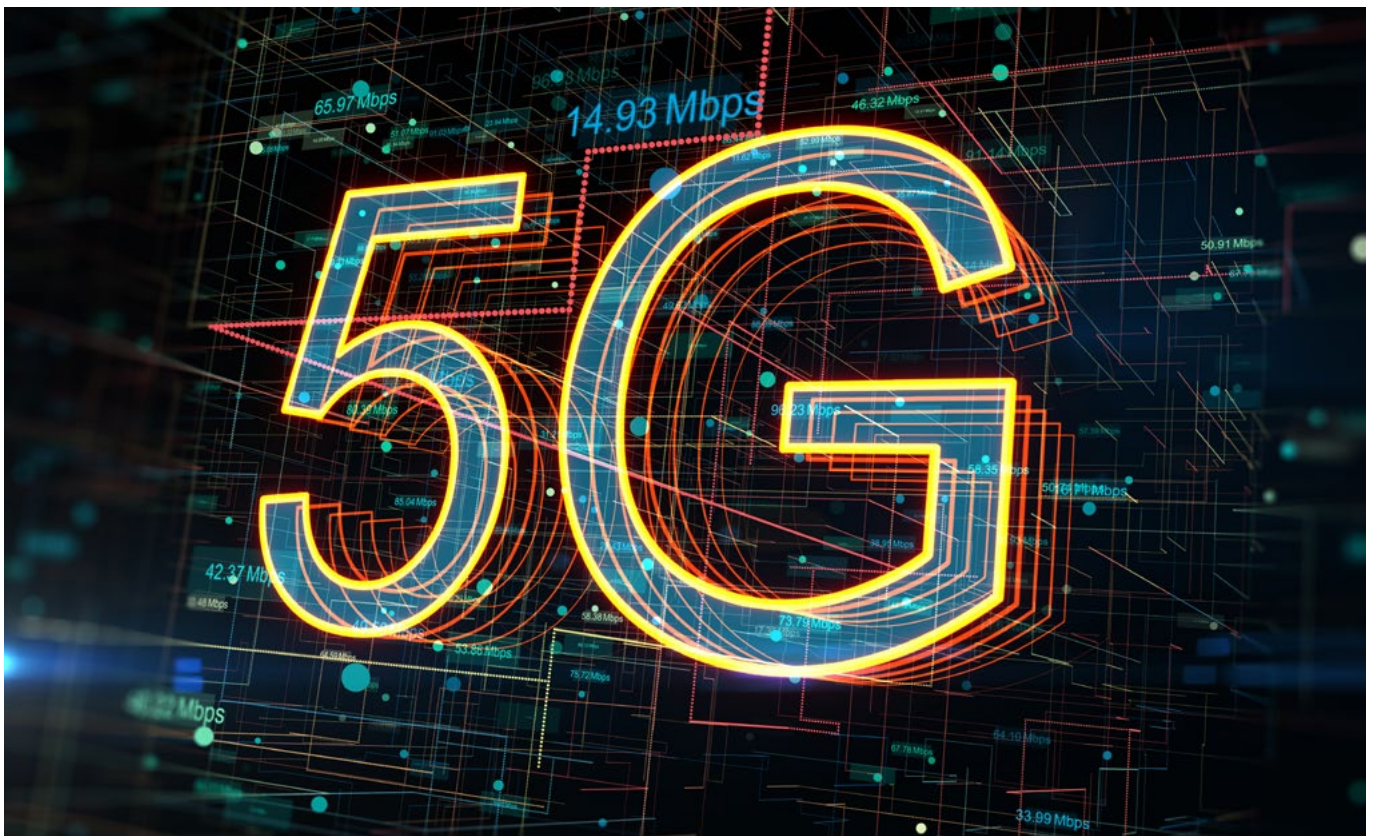


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Telecommunication operators across Asia-Pacific are increasingly leveraging strategic partnerships to drive growth, diversify services and access emerging technologies. Beyond traditional infrastructure sharing, collaborations now encompass cloud computing, fintech integration, IoT and immersive digital experiences, creating new avenues for innovation and operational efficiency.

Collectively, these initiatives illustrate how Malaysia's telecommunication companies are evolving from network providers into digital ecosystem enablers, fostering cross-sector innovation, expanding enterprise capabilities, and supporting integrated digital solutions across connectivity, content and, consumer experience.

Source: Telecom Review Asia, STL Partners, Tauspace, EDOTCO



Trend

4

Next-Generation Network and Infrastructure

Building on collaborative partnerships, Malaysia's core network infrastructure continues to evolve, driving digital transformation across industries and urban environments. 5G Advanced (5.5G) enhances existing 5G capabilities by delivering higher data rates, improved reliability and support for immersive applications such as Extended Reality (XR), Virtual Reality (VR) and Augmented Reality (AR). It also enables precise positioning, time synchronisation and specialised services for industrial automation, smart grids, logistics and real-time financial operations. Additionally, 5G Advanced expands connectivity to underserved regions and supports massive IoT deployments, drones and applications including autonomous vehicles. Key enablers, including AI and machine learning-driven optimisation, energy efficiency, Massive Multiple-Input Multiple-Output (MIMO), seamless handovers and advanced RAN slicing position 5G Advanced as a bridge towards sixth-generation wireless (6G). Deployment is progressing across standardisation, infrastructure readiness, and commercial adoption.

Looking further ahead, 6G networks aim to transform connectivity into a fully cyber-physical ecosystem, merging digital and physical environments. Initially, 6G extends 5G applications such as Enhanced Mobile Broadband (eMBB), Fixed Wireless Access (FWA) and IoT while improving network programmability and service assurance. As the technology matures, 6G will introduce ultra-lean designs, integrated sensing and communication, and seamless terrestrial-aerial-satellite coverage. These capabilities will support use cases including massive digital twins, autonomous mobility, and wide-area mixed reality. Global collaboration coordinated by the International Telecommunication Union (ITU) and 3GPP targets commercial deployment by 2030, with pre-commercial trials expected from 2028.

Beyond its ongoing 5G rollout, Malaysia is actively advancing 6G research and development. Universiti Malaya, collaborating with the Horizon Europe-funded 6G-SANDBOX project, is conducting 6G trials and demonstrations focused on fully configurable, end-to-end networks to validate next-generation technologies. These initiatives are expected to strengthen Malaysia's innovation ecosystem, attract international partnerships, and accelerate the nation's transition towards advanced national digital infrastructure and capabilities.

Source: Telecom Review Asia, STL Partners, Tauspace, EDOTCO

Complementing terrestrial wireless networks, satellite communications and Non-Terrestrial Networks (NTN) are expanding connectivity reach globally and in Malaysia. Low-Earth Orbit (LEO) constellations deployed by operators including Starlink, OneWeb, and Amazon Kuiper deliver broadband connectivity with reduced latency compared to traditional geostationary systems, expanding satellite technology's role from rural connectivity solutions to include 5G backhaul, IoT networks, and direct-to-device communication. In Malaysia, both public and private sectors are pursuing LEO satellite integration. Altel Digital Integrated Sdn. Bhd. and Zhejiang Geespace Technology Co Ltd have formed a collaborative agreement to build satellite and telecommunication infrastructure leveraging a hybrid space-based and ground-based approach. The initiative focuses on satellite broadband access, IoT applications, precision location technology, and domestic ground station facilities across Malaysia and neighbouring Southeast Asian markets. MEASAT's collaboration with China's SPACESAIL to explore LEO broadband services, direct-to-device connectivity and satellite-IoT capabilities advances Malaysia's adoption of multi-orbit, high-throughput satellite systems. The Malaysian Communications and Multimedia Commission (MCMC) has deployed satellite technology in underserved regions, extending internet services to 523 locations across Sarawak through Broadband Wireless Access (BWA) satellite technology. These initiatives reflect Malaysia's strategy to leverage satellite technology for expanded digital inclusion and enhanced connectivity, though implementation requires navigating integration with existing terrestrial infrastructure and evolving regulatory frameworks.

In parallel, next-generation optical fibre technologies such as Space Division Multiplexing (SDM) and Hollow-Core Fibre (HCF) are advancing to meet the demands of high-capacity, low-latency networks. SDM deployment is projected around 2026, with HCF expected after 2027. Locally, DNB and Ericsson have partnered to enhance 5G and 5G-Advanced technologies across sectors in Malaysia through a Memorandum of Understanding (MoU) signed in 2025. The collaboration focuses on expanding 5G coverage in strategic locations, partnering with operators to deliver advanced connectivity for business digitalisation, enabling diverse IoT applications for industrial automation and smart devices and developing innovative applications alongside solution providers, developers, and academia. This partnership supports Malaysia's regional technology ecosystem and accelerates 5G-Advanced deployment across enterprise sectors.

Source: Telecom Review Asia, Ericsson, HT Future

Trend

5

Sustainable Growth Through Green Innovation

Sustainability has become central to telecommunication as operators balance rapid digital growth with environmental and social responsibility. Globally, companies invest in energy-efficient networks and adopt circular economy principles to minimise waste and extend equipment lifecycles.

In Malaysia, operators are embedding sustainability into their core strategies, with a focus on reducing carbon emissions, improving energy efficiency and promoting responsible resource management. A key commitment is to achieve net-zero carbon emissions by 2050, in alignment with the Science-Based Targets initiative (SBTi). Initiatives include modernising networks, powering data centres and tower sites with renewable energy and replacing legacy systems with low-impact alternatives.

CASE STUDY



EdgePoint Towers' Solar Hybrid Site

EdgePoint Towers Sdn. Bhd. has achieved a major milestone by deploying its first solar hybrid site, advancing renewable energy adoption in Malaysia's telecommunication subsector.

Outcomes:

- Significant carbon emission reduction by ~78%
- 100% renewable energy operations, reducing reliance on diesel
- Improved connectivity in remote areas such as highways, tunnels, bridges and terminals

However, ensuring these initiatives move beyond greenwashing remains a key challenge. Building a credible and lasting sustainability agenda requires a strong business case grounded in rigorous cost-benefit analysis, operational planning, and internal buy-in. Transitioning to renewable energy or implementing energy-efficient systems demands dedicated focus, as business-as-usual teams are often preoccupied with daily operations.

Achieving meaningful progress calls for cross-functional collaboration and technical innovation, supported by sustainability consultants who can identify efficiency opportunities, optimise resource use, and quantify financial returns. This outcome-based approach shifts sustainability from a compliance exercise to operational and financial value creation, positioning Malaysia's telecommunication subsector for responsible and profitable growth in the modern era.

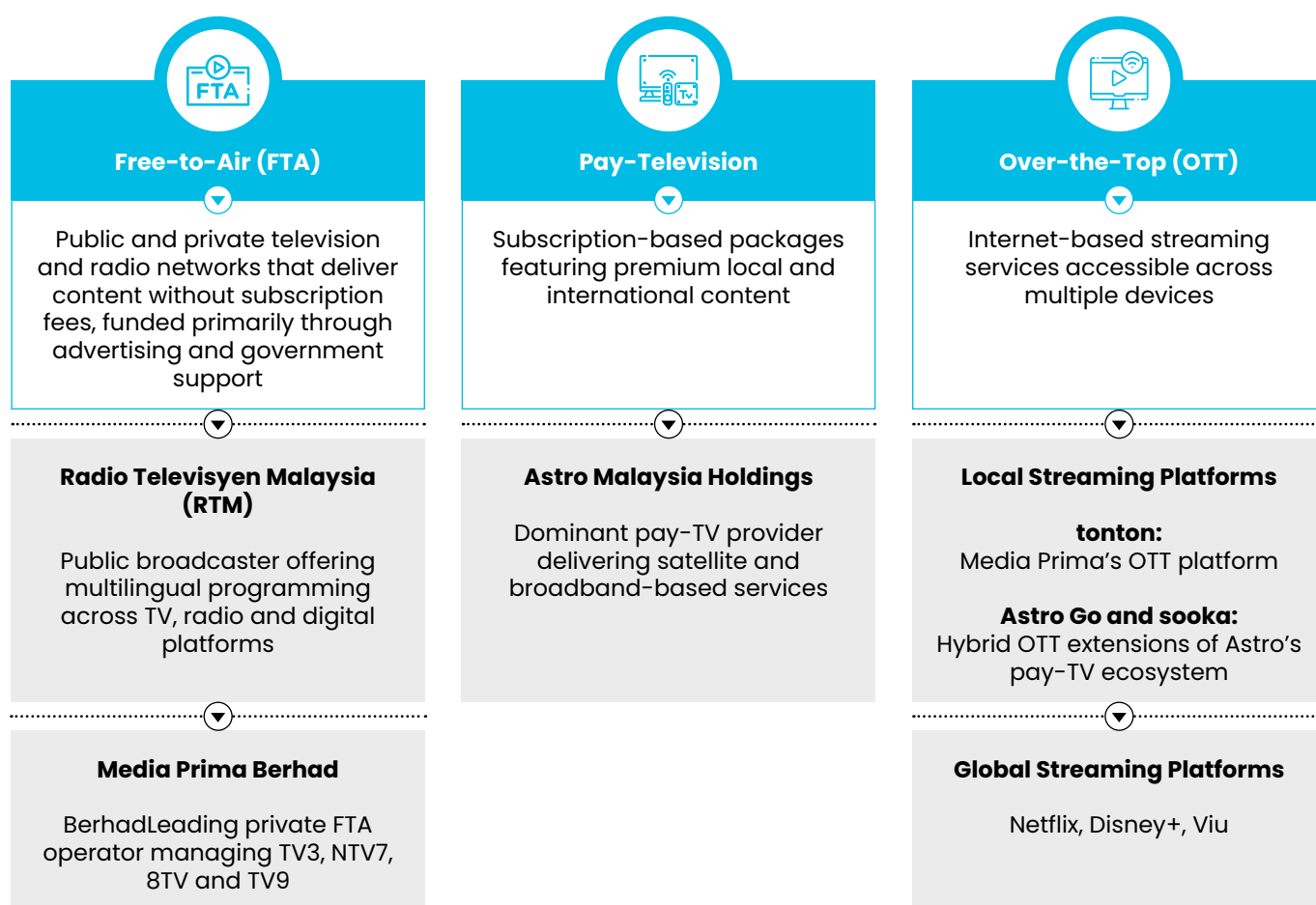
Source: Business Today, Axiata, TM, Edge Point

BROADCASTING

The broadcasting subsector encompasses the production, aggregation and distribution of audio-visual content to mass audiences through traditional platforms, television and radio and an expanding range of digital channels. Today, the subsector operates within a converged ecosystem that integrates streaming services, on-demand content and multi-platform delivery. This reflects a global shift towards more flexible and diversified modes of content distribution, where traditional and digital frameworks coexist to meet the needs of increasingly connected and varied audiences.

The Malaysian Communications and Multimedia Commission (MCMC) serves as the primary regulatory authority, operating under the Communications and Multimedia Act 1998. It manages licensing, spectrum allocation, content regulation and market conduct under a converged communications framework, positioning broadcasting as part of a broader multimedia environment rather than a standalone industry.

Malaysia's broadcasting market blends public and commercial operations, both adapting to evolving audience behaviours:



Source: MCMC, Fiveable

In addition to free-to-air, pay TV and OTT services, Internet Protocol Television (IPTV) has emerged as a telco-driven solution that delivers TV content over broadband networks, combining linear channels, video-on-demand and interactive features such as catch-up TV and programme guides. It operates on managed networks, ensuring high-quality, reliable delivery, and is often bundled with broadband and Voice Over Internet Protocol (VoIP) services. Positioned between traditional pay TV and OTT, IPTV offers personalised and flexible viewing experiences, enabling telecom providers to integrate content and connectivity, expand service offerings, and respond to evolving consumer demands in a converged digital media landscape.

Supporting this ecosystem is a network of production houses, transmission infrastructure (terrestrial and satellite), broadband content delivery networks and regulatory oversight, all of which enable content to flow from creation through distribution to audiences across platforms.

This integration of players has reshaped competitive dynamics, investment patterns and audience expectations. The subsector now operates in an increasingly complex environment characterised by platform consolidation, audience fragmentation and evolving business models. Traditional broadcasters face challenges from declining linear viewership, the migration of advertising expenditure towards digital channels, rising content costs, and competition from global streaming platforms.

At the same time, new opportunities are emerging. Digital transformation, data-driven audience analytics and integrated multi-platform strategies are enabling broadcasters to diversify revenue streams, enhance audience engagement, and achieve operational agility. Malaysia's broadcasting subsector is in a transitional phase, maintaining legacy broadcasting services while adopting digital approaches to content creation, distribution and monetisation. While the industry is rapidly digitising, legacy broadcasting continues to play a vital role in ensuring accessibility and national reach, allowing the subsector to evolve without leaving key audiences behind.

Source: The Edge Malaysia, S&P Global



Trend

1 The Shift to OTT and Hybrid Broadcasting Model

Malaysia's broadcasting subsector is moving toward more flexible, audience-centric delivery models that integrate traditional broadcasting with digital streaming. Rather than replacing linear television, OTT and hybrid models expand how content is accessed and experienced, allowing viewers to move fluidly between live broadcasts, catch-up programming, and on-demand libraries. This evolution reflects a strategic response to changing audience expectations for convenience and personalisation, as well as the industry's broader goal of sustaining engagement across multiple platforms and devices in an increasingly competitive content ecosystem.

CASE STUDY



Astro's Transformation into a Multi-Platform Entertainment Provider

Astro launched Astro One, a streamlined content bundle offering integrated access to premium TV, streaming apps, and broadband options while further scaling its OTT platform sooka, which saw its paying subscribers and monthly active users (MAUs) more than double to exceed 1 million.

Outcomes:

- Increased pay-TV customer additions by 52%, reversing several years of decline
- Reduced net video customer losses by 84%, indicating stronger retention and platform stickiness
- Rebounded advertising revenue, with digital ad expenditure growing 33% quarter-on-quarter

The rise of streaming services such as Netflix, Disney+ and Viu has reshaped audience expectations, heightening competition around content quality, user experience and platform accessibility. Malaysian streaming platforms such as tonton, Astro GO and sooka are leveraging local storytelling and content as well as regional productions to strengthen audience loyalty. The ability to combine globally competitive production standards with culturally resonant, locally relevant content, delivered through flexible hybrid distribution models, has become a key differentiator in Malaysia's diverse media landscape.

The shift towards OTT and hybrid models is also transforming business structures. Advertising revenue is moving from linear slots to digital and programmatic formats, while subscription models create new recurring income streams. For Malaysian broadcasters, hybrid distribution expands reach beyond conventional audiences and enables deeper insights into viewer behaviour, now central to content strategy and monetisation.

Malaysia's embrace of OTT and hybrid broadcasting marks more than a technological shift, representing a structural realignment towards agility, audience intelligence and digital-first competitiveness. Broadcasters that integrate content quality, analytics and multi-platform accessibility are better equipped to compete within the rapidly evolving media ecosystem.

Source: Astro, ContentAsia, The Edge Malaysia

Trend

2

Cloud-Based Workflows Reshaping Production

Cloud-based workflows are fundamentally transforming content production, editing, storage and distribution across Malaysia's broadcasting industry. What began as a gradual transition driven by cost efficiency has evolved into a comprehensive operational shift, as broadcasters pursue greater agility, scalability and accelerated content turnaround to meet the demands of an increasingly digital and multi-platform environment.

Smaller production companies and independent studios are also leveraging the accessibility of cloud-based production tools. By adopting subscription-based editing software and cloud storage solutions, local content creators can now deliver broadcast-quality material without significant capital investment in post-production infrastructure. This democratisation of production technology has expanded participation in Malaysia's content ecosystem, enabling digital-first studios and online content creators to compete more effectively with established broadcasters.

Cloud adoption has proven instrumental in enabling remote and hybrid production models, a shift accelerated during the COVID-19 pandemic that fundamentally altered industry expectations regarding distributed work environments. Broadcasters now routinely manage live news coverage and event production with teams collaborating remotely through cloud-based editing platforms, file-sharing systems and real-time review tools. This operational flexibility has improved production efficiency, reduced operational downtime and strengthened business continuity planning across the subsector.

The implications extend beyond immediate cost savings and operational convenience. Cloud integration is reshaping workforce skill requirements within broadcasting, shifting emphasis from traditional engineering and editing competencies toward data management, cybersecurity and digital workflow architecture. Cloud infrastructure also facilitates greater content localisation capabilities, faster turnaround for multi-language versioning and seamless delivery to OTT platforms, supporting Malaysia's growing demand for locally relevant digital content across diverse audience segments.

Cloud-based workflows have become foundational infrastructure for a more agile, collaborative and analytically sophisticated production ecosystem. By embracing scalable cloud architecture, broadcasters are optimising current operations while positioning themselves to meet the escalating expectations of an always-connected, multi-screen audience that expects both quality and immediacy in content delivery.

Source: Data Centre Dynamics, Digital Media World



Trend

3 The Rise of AI and Automation in Broadcasting

Malaysia's broadcasting subsector is increasingly integrating AI and automation to streamline operations and support data-driven decision-making. What began as an experimental use of AI in editing and scheduling has expanded across the value chain, from production and distribution to audience engagement and advertising.

AI is transforming advertising through programmatic models that optimise ad placement and audience targeting, enabling more precise reach, better inventory efficiency, and new revenue streams compared to traditional models based on fixed scheduling and broad estimates.

CASE STUDY



AI-Driven Advertising on Media Prima's tonton Platform

Media Prima partnered with Broadpeak to implement server-side ad insertion (SSAI) via the broadpeak.io Software-as-a-Service (SaaS) solution, enabling dynamic, personalised advertising across live and on-demand streams on its OTT platform, tonton.

Outcomes:

- Monetised ad inventory more efficiently, with smoother transitions and fewer ad-break disruptions across devices
- Increased personalisation through greater ad relevance and engagement, improving advertiser value and potentially boosting cost per thousand impressions (CPM) and fill rates
- Enabled scalable and flexible architecture to handle traffic peaks without additional infrastructure, reducing operational overhead

This initiative illustrates how Malaysian broadcasters can leverage AI-powered technologies to modernise their revenue models, enhance viewer experience, and match global OTT standards.

In production, automation tools are enhancing operational efficiency and reducing turnaround times. AI-assisted video editing, subtitling, transcription and archiving are minimising manual effort while improving quality and consistency. These tools have proven particularly valuable for multilingual programming, where AI-supported translation and voice synthesis technologies are explored to streamline localisation processes and accelerate multi-language content delivery.

Strategically, AI adoption is driving a shift toward data-centric and predictive broadcasting. Broadcasters are building stronger capabilities in analytics, algorithmic decision-making and digital operations, reshaping workforce needs toward more technical and analytical skill sets. By embedding AI throughout production and delivery, Malaysia's broadcasters are becoming more adaptive and capable of personalising content, optimising resources, and engaging audiences more effectively across platforms.

Source: Astro, News Cast Studio, Media Prima

Trend

4

Telco-Broadcaster Partnerships Accelerating

As broadcasters adopt OTT models, cloud workflows and AI-driven operations, the role of telecommunication infrastructure becomes increasingly central. In Malaysia, the boundaries between telecommunication and broadcasting are increasingly becoming blurred as strategic partnerships between telecommunication companies and broadcasters accelerate. These collaborations are reshaping how content is produced, distributed and monetised by combining telecommunication infrastructure with broadcasters' creative and editorial capabilities to deliver more integrated and immersive media experiences. IPTV services, delivered over broadband networks, exemplify this convergence by enabling telco providers to offer linear, on-demand and interactive content alongside connectivity services, bridging traditional pay TV and OTT delivery.

CASE STUDY



Astro, Maxis, TM Collaboration: Uniting Content and Connectivity

Astro, Maxis and Telekom Malaysia (TM) have partnered to advance Malaysia's shift toward next-generation home entertainment and connectivity. The collaboration integrates TM's fibre network, Maxis' broadband capabilities, and Astro's content and streaming platforms to deliver seamless, high-quality digital experiences, marking a broader move toward convergence, uniting content and connectivity to strengthen industry competitiveness.

Outcomes:

- Enhanced service integration by providing unified access to high-speed broadband and premium content through bundled offerings
- Expanded digital reach by improving nationwide connectivity and content delivery using their extensive infrastructure
- Promoted industry convergence by strengthening collaboration between the telecommunication and media sectors, supporting Malaysia's digital transformation agenda

Beyond bundled consumer offerings, partnerships are driving operational advancements in areas such as remote production, live broadcasting and content delivery optimisation. With the gradual deployment of 5G networks, broadcasters are exploring the use of low-latency, high-bandwidth connectivity to enable real-time video transmission from field to studio, supporting more agile and mobile production workflows. These developments allow for more efficient resource use, particularly in live event coverage and multi-location productions, reducing dependence on fixed satellite or microwave infrastructure.

Source: Astro, Business Today, The Star, Maxis

CASE STUDY


RTM, DNB and Ericsson: Malaysia's First 5G-Powered Live Broadcast

The 2024 National Day parade was streamed live using Malaysia's first 5G Standalone (5G SA) network in a collaboration between RTM, DNB and Ericsson. This pilot leveraged network slicing and end-to-end 5G connectivity to deliver video, audio, monitoring and control signals between the event site and RTM's production studio.

Outcomes:

- Enhanced mobility and flexibility for camera operators, enabling more dynamic coverage without reliance on fixed cabling or satellite links
- Reduced latency and improved video quality across the broadcast chain, supporting higher-resolution live feeds and more seamless integration between field and studio control
- Achieved greater operational efficiency through remote control and monitoring of recording workflows, lowering onsite resource needs and enabling faster deployments

This demonstration illustrates the operational advantages of 5G for live broadcasting, offering broadcasters a more agile and scalable alternative to traditional transmission methods.

Collaborations also extend into applications that enhance personalisation and monetisation. By integrating content delivery with telecommunication analytics, broadcasters can gain deeper insights into audience behaviour, enabling targeted advertising, personalised content recommendations and adaptive streaming quality management. Telecommunication operators, in turn, benefit from enhanced customer engagement and increased data consumption, reinforcing a mutually beneficial business model that aligns audience experience with network utilisation.

At an ecosystem level, these partnerships are promoting cross-sector innovation and interoperability, reshaping Malaysia's digital media landscape. As broadband coverage expands and 5G adoption scales, telco-broadcaster collaboration is positioned to underpin the next phase of growth through the seamless convergence of content, connectivity and consumer experience.

Source: Astro, Business Today, The Star, Ericsson

POSTAL AND COURIER

The postal and courier subsector is a key enabler of global communication and trade, evolving from letter delivery into a technology-driven logistics network that enables e-commerce and cross-border commerce. Traditionally state-led, the industry today comprises universal postal networks fulfilling their public service mandate of nationwide mail delivery, alongside a dynamic ecosystem of private couriers competing in the express and parcel market. Postal operators worldwide are modernising operations and diversifying services to remain financially sustainable while upholding universal access obligations, while courier operators are innovating to keep up with consumer demands.

Malaysia mirrors these global shifts while exhibiting distinct national characteristics. Regulated under the Postal Services Act 2012 and overseen by the Malaysian Communications and Multimedia Commission (MCMC), the sector includes a single universal service licensee that delivers essential mail and basic parcel services nationwide. The liberalised courier, express and parcel (CEP) market comprises over 100 licensees, including domestic providers and international logistics firms.

Against this backdrop, Malaysia's delivery ecosystem comprises two related yet distinct segments: postal and courier. Pos Malaysia, as the universal service provider, ensures nationwide postal coverage for letters and basic parcel services under the Postal Services Act, maintaining access even in remote and rural areas, while strategically expanding into parcel delivery, logistics and digital services. The transformation began before the pandemic-driven e-commerce boom to enhance financial viability.

In parallel, international courier operators, including GD Express, City-Link Express, J& T Express, Ninja Van, DHL and FedEx, compete in the parcel delivery space, driven by e-commerce growth and customer demand for speed and reliability. The mix of global entrants and local incumbents has expanded consumer choice but also underscores the need for regulatory stewardship to safeguard fair competition and service standards.

This competitive landscape has accelerated investment in digital platforms, tracking systems and infrastructure, resulting in faster, more flexible and more affordable delivery options. However, heightened competition has also intensified commercial pressures, with operators navigating thin margins, service pricing challenges and market share battles including concerns around "price wars" that may impact service quality and long-term sectoral sustainability. Rising operational costs, last-mile inefficiencies, regulatory pressures and intensifying competition are reshaping business models and accelerating innovation across both segments.

Meanwhile, the postal network continues to modernise legacy infrastructure to remain efficient and relevant. Together, these operators enable domestic last-mile delivery, cross-border trade and value-added services such as parcel collection points, supporting e-commerce, retail logistics, manufacturing supply chains and Small and Medium Enterprises (SMEs). This broader postal and courier ecosystem reflects Malaysia's regulatory framework and increasing dependence on efficient delivery solutions.



Trend

1 Adapting to Increasing Consumer Expectations and Demands

The global e-commerce boom has transformed delivery from a transactional service into an experience defined by speed, flexibility and transparency. Fast shipping is now the expected standard. Customers demand same-day delivery, evening drop-offs or collection at nearby lockers, alongside real-time tracking, package redirection and seamless returns.

In Malaysia, these expectations primarily shape the courier segment. Private and international operators such as GD Express, J& T Express, Ninja Van, DHL and FedEx compete to offer same-day or next-day delivery, flexible drop-off options and integrated tracking systems. The rise of Pick-Up Drop-Off (PUDO) points at petrol stations, convenience stores or parcel lockers reflects demand for control and convenience, particularly in urban areas where missed deliveries add cost and frustration.

CASE STUDY



Ninja Points for Flexible Delivery

Ninja Van Malaysia has responded by expanding its collection point network, branded as Ninja Points, across urban and suburban areas. The company introduced real-time parcel tracking and app-based notifications, allowing customers to reschedule or redirect deliveries.

Outcomes:

- Reduced failed deliveries and ensures parcels reach customers reliably
- Provided greater control for customers over their deliveries through real-time tracking and flexible rescheduling
- Improved management of high volumes and streamlined last-mile operations through a wider collection point network

Stakeholder commitments drive these changes. E-commerce platforms such as Lazada, Shopee and TikTok Shop set delivery guarantees and free return policies, pushing couriers to raise standards. SMEs and online sellers rely on logistics partners to meet customer promises, meaning poor service directly impacts brand reputation and sales. This creates cascading pressure for courier firms to continuously upgrade systems, scale delivery fleets and train customer service teams.

Challenges persist. Maintaining same-day delivery across Malaysia's dispersed geography strains capacity in semi-urban and rural areas. Flexible options increase operational complexity, while transparency requires significant investment in digital platforms and real-time data sharing, which smaller players may struggle to implement.

Source: Ninja Van Malaysia – Find a Ninja Point

Trend

2

Cross-Border Growth Amidst Regulatory Challenges

Rapid cross-border e-commerce growth has transformed logistics into a global web of opportunity and complexity. Consumers purchase goods from overseas expecting fast delivery and transparent tracking, while businesses strive to maintain cost efficiency. Logistics providers navigate customs procedures, regulatory requirements and occasionally geopolitical tensions, which can slow delivery and increase operational costs.

Malaysia's growing e-commerce platforms, such as Shopee and Lazada, have driven high volumes of international parcels destined for local consumers. For instance, differing documentation requirements across ASEAN markets or unexpected duty classifications can add two to three days to cross-border deliveries. Couriers must manage shipments efficiently while navigating regulatory processes that can delay delivery and affect customer satisfaction. Additionally, screening is essential to prevent prohibited items such as counterfeit and controlled goods from entering the country, safeguarding consumer safety and national interests. However, these necessary checks may also extend processing times and add complexity to cross-border delivery operations.

Malaysian postal and courier companies are responding through strategic, digital and operational initiatives. Strategic partnerships with international logistics providers enable dedicated cross-border lanes, improving predictability and efficiency. Digital customs documentation and automated clearance systems, such as Malaysia's electronic submission platforms (e.g. MyCIEDS and digital K1 forms), reduce manual paperwork and accelerate approval speed for parcels. Hub network optimisation streamlines transit and warehousing, allowing parcels to move quickly once they clear customs, maintaining service quality despite regulatory complexities.

Source: International Post Corporation



Trend

3

Greener Last-Mile Solutions for Efficiency and Sustainability

Globally, the postal and courier sector faces growing pressure to reduce its environmental footprint. Urban congestion, vehicle emissions and rising consumer awareness push companies to explore electric vehicles, cargo bikes, consolidated delivery points and other innovations. Environmental regulation and brand reputation mean green logistics is increasingly embedded in strategic planning.

CASE STUDY



Pos Malaysia's Greener Last-Mile

To reduce emissions from urban deliveries and meet growing sustainability expectations, Pos Malaysia has deployed electric vehicles for mail and parcel deliveries. The company is also gradually electrifying its larger vehicle fleet, aiming to achieve 100% electric first- and last-mile deliveries by 2030. The company plans to further expand its electrical vehicle (EV) fleet in 2026 and beyond to achieve net-zero carbon emissions for operations by 2050.

As of September 2025, Pos Malaysia's EV fleet comprises 1,252 electric motorcycles and 264 electric vans, making it the largest EV fleet in Malaysia's postal and courier sector. The EV fleet has collectively travelled over 7.2 million kilometres in emissions-free last-mile deliveries, equivalent to circling the globe 179 times. Each electric van deployed reduces carbon dioxide emissions by up to 1.1 tonnes annually, significantly lowering the carbon footprint per delivery.

Beyond this, other couriers are piloting shared drop-off points and bulk delivery models, delivering parcels to central locations before customer pick-up, reducing individual trips in densely populated areas. In some cases, consolidating deliveries or deploying electric bikes in urban cores allows couriers to navigate traffic more effectively, maintaining faster, more predictable schedules.

The Malaysian experience demonstrates that environmental sustainability and operational efficiency are mutually reinforcing. While challenges remain, particularly the high capital expenditure required for electrifying fleets, the complexity of sunsetting existing diesel or petrol vehicles and extending EV deployment beyond urban areas, early adoption shows that last-mile innovation is both feasible and advantageous. As consumer expectations for sustainability rise, postal and courier providers that embrace greener delivery models gain both operational and reputational benefits, though careful planning and phased implementation are critical.

Source: Pos Malaysia

Trend

4

Innovating Business Models to Expand Services

Declining mail volumes, rising operational costs and rapid e-commerce growth have created distinct pressures for organisations. Innovation in business models is increasingly essential for resilience, revenue diversification and relevance in a digital economy. In Malaysia, these pressures manifest differently across segments. Postal services, led by Pos Malaysia, face declining mail volumes while needing to maintain universal service obligations. In response, Pos Malaysia has expanded into logistics, warehousing and value-added services such as e-commerce fulfilment and document solutions, leveraging its nationwide network to generate revenue streams beyond letters and essential parcels.

Private courier operators are diversifying their offerings through a different approach. Some have expanded from traditional parcel delivery, investing in warehouses, integrated technology and inventory management systems. This evolution enables them to offer sellers a more complete solution, from storage and order processing to last-mile delivery, strengthening their competitiveness in the e-commerce logistics market.

CASE STUDY



Parcel Delivery to Full-Service Logistics

J&T Express began as a domestic parcel delivery service, focusing on transporting packages from point A to point B. In response to the rapid growth of e-commerce, J&T expanded its capabilities by investing in integrated logistics centres and launching e-fulfilment services. These initiatives introduce warehousing, inventory management, order processing and technology integration with e-commerce platforms, enabling sellers to manage shipments more efficiently. J&T's upgrades also included automated sorting tools to improve tracking and operational efficiency.

Impact on J&T, Sellers and Consumers:

By diversifying into full-service logistics and e-fulfilment, J&T Express has evolved from a traditional parcel courier into a comprehensive logistics provider. Online sellers benefit from a one-stop solution for storage, packing and delivery, freeing them to focus on their core business operations. J&T gains additional revenue streams and strengthens its position in the competitive e-commerce logistics market. Consumers enjoy faster, reliable deliveries with enhanced tracking and service options.

Source: J&T Express Malaysia, The Star

Meanwhile, non-traditional players such as e-commerce marketplaces are also entering the logistics space, but in a different way. Platforms like Shopee facilitate fulfilment services by integrating third-party courier partners into a seamless delivery ecosystem, allowing sellers to manage shipping and tracking without owning physical delivery infrastructure themselves. While not traditional logistics providers, these companies are reshaping expectations around speed, reliability and convenience in parcel delivery.

Other Malaysian couriers are collaborating with technology providers to integrate inventory management, digital tracking and logistics software, enabling more sophisticated, customer-focused services that transform traditional delivery operations into broader, service-oriented ecosystems. To optimise cost and efficiency, some operators are also exploring shared infrastructure models, such as common parcel lockers, delivery points or transport capacity, particularly in low-density or high-cost delivery areas.

CASE STUDY



Marketplace to Logistics Facilitator

Shopee began as a consumer-to-consumer (C2C) marketplace, relying on third-party logistics providers for order fulfilment and delivery. With Shopee Supported Logistics (SSL), third-party logistics providers have integrated their systems with Shopee's platform. This allows sellers to seamlessly manage shipping, track parcels and utilise various delivery services directly through Shopee's interface. Participating partners include well-known logistics companies such as PosLaju, J&T Express, DHL, Ninja Van and Shopee Xpress.

Impact on Shopee, Sellers, Logistic Partners and Consumers:

By adopting Shopee Supported Logistics (SSL), Shopee has transformed from being merely an e-commerce platform to a comprehensive logistics facilitator. This shift enables sellers to focus on their core business activities while relying on Shopee's integrated logistics network to handle fulfilment efficiently. For logistics providers, partnering with Shopee opens access to a vast network of sellers and buyers, expanding their reach and business opportunities. Consumers, meanwhile, enjoy faster, more consistent deliveries with greater flexibility and a transparent post-purchase experience.

These developments illustrate a broader trend of business model expansion, where traditional postal and courier operators leverage infrastructure for integrated services while private couriers and non-traditional platforms explore partnerships and technology-driven solutions to remain competitive in Malaysia's rapidly evolving e-commerce and logistics landscape.

Source: Shopee Xpress Malaysia, Malaysiakini

Trend

5

Technology Efficiency Across the Value Chain

Globally, the postal and courier subsector increasingly relies on technology to enhance efficiency across operations. Automation supports middle-mile activities such as sorting and handling, while smart systems optimise routing, forecast demand and allocate resources dynamically. Advanced tools, including AI and machine learning, enable predictive analytics for parcel surges, intelligent customer service interactions and realtime decision-making.

In Malaysia, postal and courier companies are adopting these technologies across the entire value chain. Automation streamlines sorting and warehouse processes, reducing handling times and errors. Smart systems optimise delivery routes, dynamically schedule resources during peak periods and improve supply chain coordination. AI and machine learning enhance forecasting accuracy, automate customer communications and provide actionable insights for operational improvement. Together, these technology-driven solutions allow companies to reduce costs, improve delivery speed and reliability and elevate the overall customer experience.

CASE STUDY



GDEX's Technological Advancements

GD Express Carrier Bhd (GDEX), a leading express delivery and logistics service provider in Malaysia, has been actively integrating automation technologies into its operations to enhance efficiency and meet the growing demands of the e-commerce sector.

Outcomes:

- Reduced errors and accelerated order fulfilment through Pick-by-Light technology that guides warehouse staff to the correct location using illuminated indicators
- Reduced manual labour requirements while enabling the processing of three times more parcels through modular automated conveyor systems
- Reduced delivery times and fuel consumption through AI-powered route optimisation that considers real-time traffic data and delivery schedules

These efforts have primarily improved sorting accuracy, reduced manual handling and shortened processing times. These changes translate into more consistent delivery performance and better visibility for customers and sellers, particularly during peak e-commerce seasons, where speed and reliability are critical.

Source: GDEX Malaysia Media Releases

Technology adoption varies across players, reflecting differences in business models, scale and asset intensity. Asset-heavy operators, such as large courier networks or fulfillment centres, tend to invest in advanced physical systems like Automated Storage and Retrieval Systems (ASRS) or robotic sorting to handle high parcel volumes. Asset-light players often focus on digital enablement, deploying warehouse management software (WMS), AI-powered route optimisation or data-driven performance dashboards to boost efficiency without extensive physical infrastructure.

Technology adoption comes with varying costs and complexities. The financial investment ranges significantly: full-scale automation systems like ASRS cost between RM800 and RM1,500 per pallet position, while modular robotics and conveyor systems can run into tens of thousands of ringgit depending on functionality. Digital platforms such as WMS, route optimisation tools or customer engagement software are comparatively more accessible, often available through subscription-based or cloud-hosted models that cost only a few hundred ringgit per user. Beyond financial investment, companies face challenges in integrating new systems, ensuring interoperability, maintaining cybersecurity and upskilling employees to work effectively with digital tools.

These variations demonstrate that technology-driven efficiency is not one-size-fits-all. Large operators may pursue end-to-end automation and analytics to maximise throughput and visibility, while smaller or asset-light players can achieve meaningful performance gains through modular or digital-first solutions. Companies embracing technology, whether through automation, data analytics or intelligent software, are better positioned to reduce costs and improve customer experience. This agility is essential in an increasingly demanding logistics landscape.



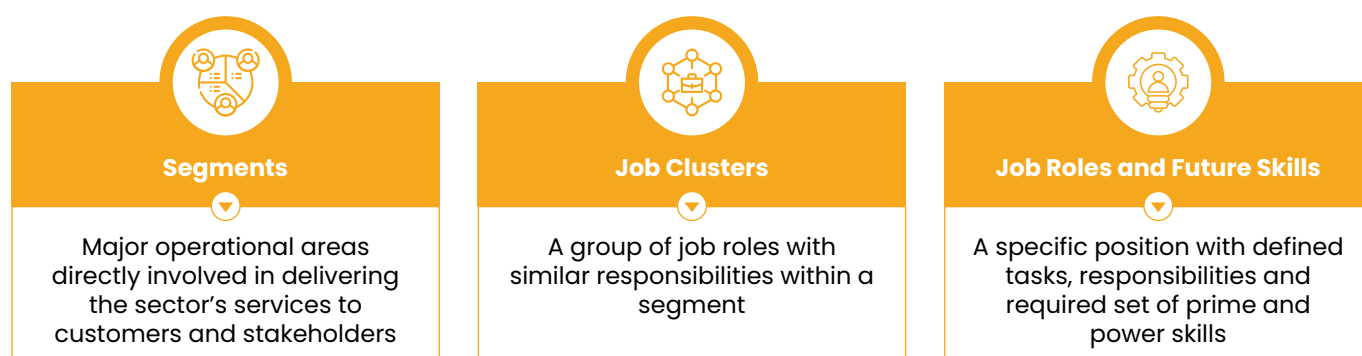


SECTION 3:

JOB ROLES AND FUTURE SKILLS

UNDERSTANDING SEGMENTS, JOB CLUSTERS, JOB ROLES AND FUTURE SKILLS

To enable consistent analysis across telecommunication, broadcasting and postal and courier services, the FSF applies a common structural lens across all three C&M subsectors.



This structure allows the framework to capture both sector-specific nuances and cross-sector similarities, providing a shared analytical baseline while recognising differences in scale, maturity and operational focus.

FUTURE SKILLS TYPOLOGY

Future skills identified across the C&M sector are classified into two broad categories to support clearer interpretation and application:

▶ Prime Skills:

Role-specific future skills required to perform specialised functions within a particular subsector or job role

▶ Power Skills:

Transferable, cross-cutting capabilities that enable individuals to perform effectively across job roles, subsectors and work contexts

This distinction recognises that while technical and functional expertise remains critical, transferable capabilities are increasingly important in supporting cross-functional collaboration, workforce mobility and adaptability in evolving digital environments.

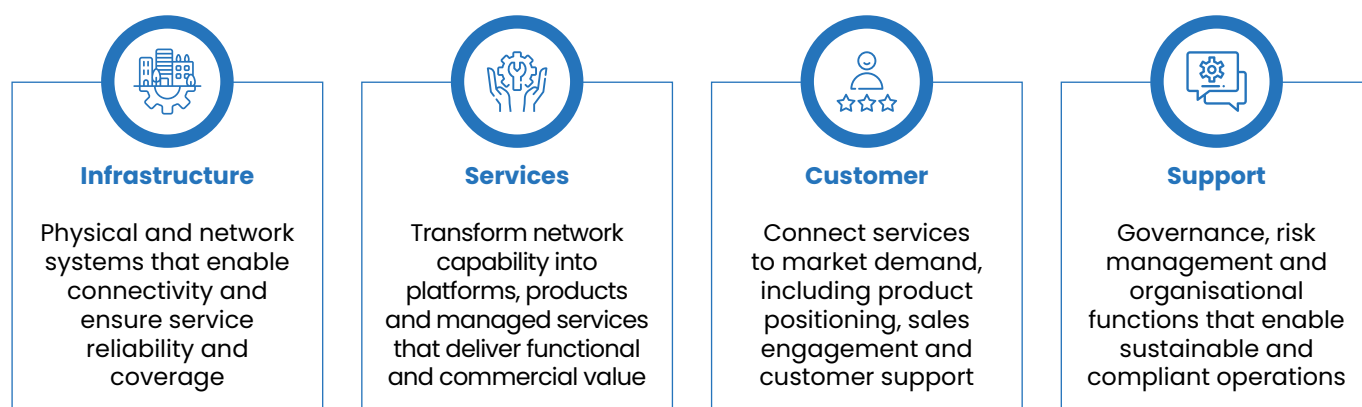
Preliminary cross-sector analysis highlights meaningful variation in the distribution of job roles and future skills across the three subsectors. Telecommunication exhibits a higher concentration of technically specialised job roles, particularly in engineering, network and systems domains. Broadcasting reflects a broader mix of creative, technical and operational job roles, while postal and courier show a larger share of operational job roles alongside rising demand for skills related to automation, data and digital service integration.

TELECOMMUNICATION

To provide a structured and meaningful view of how work operates across the telecommunication subsector, the job roles are analysed across four core segments that reflect how value is created, enabled and delivered across the subsector. These segments capture the essential technical environments where connectivity is built and transformed into services, alongside customer-facing and governance activities that deliver outcomes at scale and ensure regulatory compliance.

By examining how work within these segments directly shapes products, performance and customer outcomes, we can see how each segment contributes to the overall operating model. This perspective not only clarifies the functions critical to delivering subsector value but also establishes a consistent framework for analysing job roles and future skills across the telecommunication subsector.

Below are the four segments covered in this study within the telecommunication subsector:



Within each segment, job roles are grouped into job clusters, which bring together positions that operate in similar environments and contribute to similar outcomes. Each cluster reflects the distinct technical, customer or governance activities that define that part of the telecommunication operating model. For example, a cluster may focus on building and running network infrastructure, developing digital and service capabilities, engaging customers or ensuring effective oversight.

The table below summarises how these job clusters are categorised within each segment:

209 JOB ROLES			
Infrastructure			
Passive Infrastructure* (19 job roles)	Data Centre (10 job roles)	Submarine Network* (8 job roles)	Satellite Network* (14 job roles)
Access Network* (10 job roles)	Core Network* (6 job roles)	Transmission Network (3 job roles)	Network Operations and Management (11 job roles)
Services			
Data Services (7 job roles)	Security Services (6 job roles)		Product Management (23 job roles)
Platform and Solution Services* (29 job roles)		Cloud Network (7 job roles)	

Customer			
Sales Management (11 job roles)	Marketing Management (9 job roles)		Customer Services and Support (13 job roles)
Support			
Compliance (3 job roles)	Corporate Communication (3 job roles)	ESG (3 job roles)	Data Privacy (3 job roles)
Legal (3 job roles)	Regulatory and Governance (5 job roles)		Risk Management (3 job roles)

* Job clusters with functional groupings

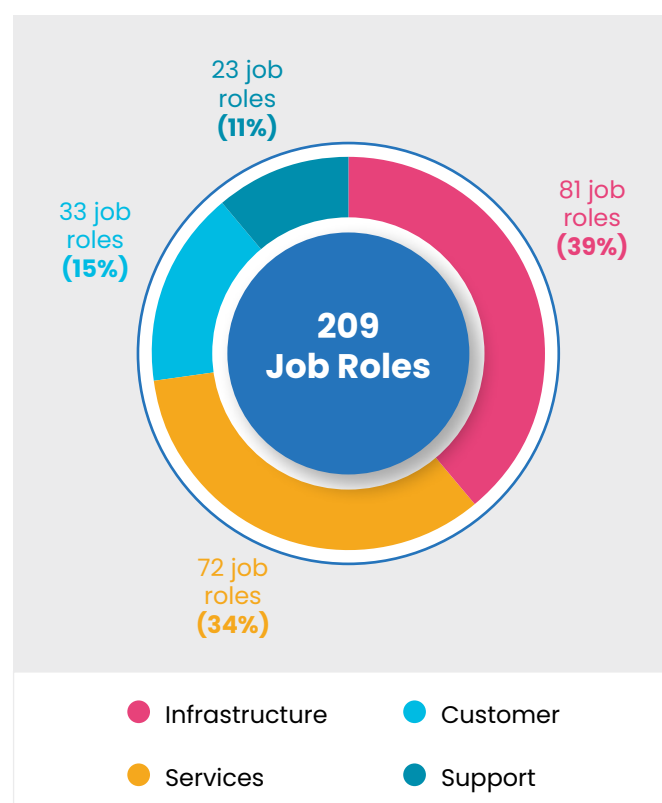
The Infrastructure segment focuses on building and operating network assets that form the foundation of all telecommunication services. It has eight job clusters, namely Passive Infrastructure, Data Centre, Submarine Network, Satellite Network, Access Network, Core Network, Transmission Network, Network Operations and Management. These clusters support the design, deployment and management of network infrastructure, providing the foundational connectivity for all other services.

The Services segment is about transforming network capabilities into platforms, products and managed services. It has 5 clusters, namely Data Services, Security Services, Product Management, Platform and Solution Services and Cloud Network. These clusters cover activities such as solution delivery, cloud network, security services and ongoing configuration and management of digital and network-based services for customers.

The Customer segment connects telecommunication capabilities to market demand and end users. It has three clusters, namely Sales Management, Marketing Management and Customer Services and Support. These clusters manage product positioning, sales engagement and ongoing customer support, reflecting how telecommunication services are commercialised, delivered and maintained across the customer lifecycle.

The Support segment underpins operations, governance and compliance across the subsector. It has seven clusters, namely Compliance, Corporate Communication, ESG, Data Privacy, Legal, Regulatory and Governance and Risk Management. These job clusters ensure effective oversight, regulatory compliance and risk mitigation across the organisation.

Some clusters are further differentiated by functional groupings or technology domains (as indicated in the previous table). These distinctions reflect differences in lifecycle stage, operating context and technical specialisation. While clusters group related areas of work, the functions within them remain clearly defined, supporting effective coordination and delivery across the subsector.



The distribution of job roles illustrates how work is concentrated across the telecommunication value chain, with a greater number of distinct job roles located in the technical domains where network and services delivery occur. This concentration also reflects a wider diversity of skills required in these areas. Roles in Infrastructure and Services demand capabilities ranging from networking fundamentals and cloud computing to project management and vendor management. By comparison, customer-facing and governance-oriented domains comprise fewer distinct job roles, reflecting work that is typically organised around broader and more standardised scopes that apply across multiple parts of the subsector.

Building on the distribution of job roles, the skills framework reflects the breadth and diversity of capabilities required across the telecommunication subsector. Skills were organised into broad capability groupings that cut across multiple job roles and clusters, recognising that many skills are applied in different contexts and at varying levels of depth.

PRIME SKILLS				
Accounting and Finance Management (5 skills)	Agile and Continuous Improvement (1 skill)	Branding, Sales and Marketing (14 skills)	Business Development and Strategy (10 skills)	Business Operation Management (10 skills)
Customer Service and Experience (7 skills)	Customer, Vendor and Stakeholder Management (14 skills)	Data Development and Implementation (12 skills)	Engineering and Maintenance (47 skills)	Health, Safety and Environment (15 skills)
Legal and Regulatory (7 skills)	People Management and Development (2 skills)	Products and Services (13 skills)	Project and Process Management (11 skills)	Quality Management (12 skills)
Research and Development (8 skills)	Risk Management, Compliance and Governance (44 skills)	Software Development and Implementation (27 skills)	Technical Design and Architecture (17 skills)	Technology Management (22 skills)
POWER SKILLS				
Innovation and Delivery (10 skills)		Social Intelligence (7 skills)		
314 Skills				
comprising of 297 Prime Skills and 17 Power Skills				

Power and Prime Skills, encompassing technical and business future skills, work together to support the breadth and complexity of the telecommunication operating model. Prime Skills focus on core technical, delivery and governance expertise, concentrated in areas such as engineering and maintenance, software and data development, technical design and architecture, technology, risk, compliance and governance management, essential for building, operating and evolving networks and services.

Complementing these, business-oriented skills in strategy, products and services, and project, process and quality management enable effective planning, coordination and commercialisation of telecommunication solutions. Across all job roles, Power Skills foster collaboration, adaptability and execution in complex, multi-stakeholder environments. Together, this combination illustrates how deep technical capability, reinforced by business and behavioural skills, drives integration, effective delivery and sustained performance.



Taken together, the distribution of job roles across the subsector and the skills identified point to three key themes that shape how work and capability are structured within the telecommunication subsector.



Telecommunication-specific job roles are highly specialised, with clear separation of functions across domains



Roles such as cybersecurity and data science are highly sought after, with high industry demand and competition



Technical, soft and business skills work together to support an enterprise-focused approach



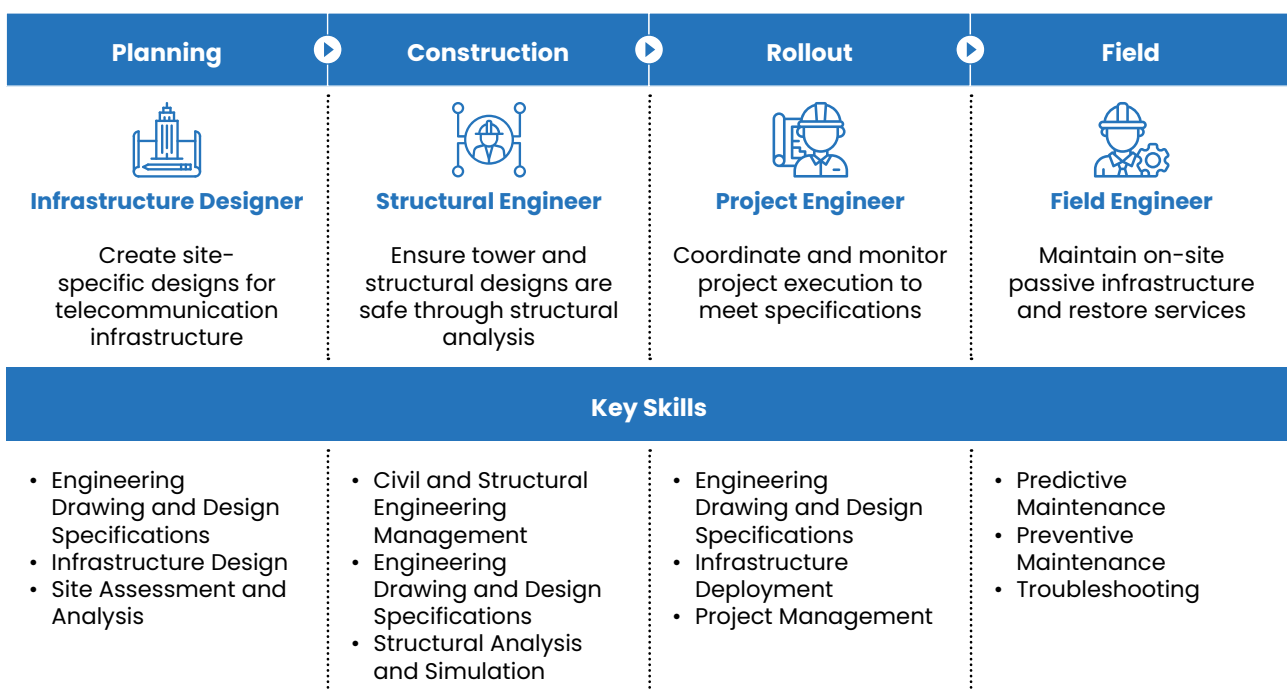
Telecommunication-specific job roles are highly specialised, with clear separation of functions across domains

Telecommunication job roles are characterised by a high degree of specialisation, with a clear separation of functions across different segments. This structure reflects the technical complexity, scale and criticality of modern telecommunication environments, where reliability, performance and resilience are essential. Rather than relying on broad, multi-functional job roles, telecommunication operations are organised around narrowly defined positions that require deep domain expertise and clearly delineated responsibilities.

Within the infrastructure cluster, specialisation is evident across the full lifecycle of passive infrastructure assets. Functions such as network planning and design, site acquisition, civil and structural engineering, construction and rollout and field maintenance are typically managed by distinct teams operating in a structured and sequential manner. Roles including infrastructure designers, demand planners, structural engineers, site acquisition specialists and field engineers focus on specific stages of infrastructure deployment, each addressing unique technical, regulatory and operational requirements. This functional separation enables efficient execution at scale, supports compliance with regulatory and safety standards and ensures consistent quality as operators expand network coverage and densify sites to meet growing demand.

A similar pattern of job role segmentation exists within the network domain, where job roles are organised around different network layers and technologies. Access, core and transmission networks are managed as separate technical domains, each supported by specialised talent with domain-specific skills, tools and performance objectives. This clear demarcation of job roles reflects the complexity of telecommunication networks and supports effective coordination, faster issue resolution and sustained service quality across the telecommunication landscape.

HOW JOB ROLES OPERATE ACROSS THE PASSIVE INFRASTRUCTURE WORKFLOW



The passive infrastructure job cluster is made up of distinct functional areas from planning, construction, rollout and field, with different specialised job roles operate within each to ensure the end-to-end lifecycle is completed effectively

This job role structure has direct workforce and operational implications. Sustaining highly specialised job roles requires deliberate talent pipelines, targeted training and clearly defined career pathways to ensure continuity of expertise. The depth of technical capability required to operate and evolve complex network environments also places greater emphasis on succession planning and effective knowledge transfer, particularly as networks scale, diversify and incorporate emerging technologies.



Roles such as cybersecurity and data science are highly sought after, with high industry demand and competition

Cybersecurity and data science job roles have become critical to the operation and evolution of modern telecommunication networks. Telecommunication operators manage vast volumes of sensitive subscriber data and operate highly interconnected, software-driven infrastructure that forms part of national critical information systems. As a result, securing networks, protecting data integrity and detecting and responding to cyber threats in real time are now core operational requirements rather than supporting functions.

The increasing complexity of telecommunication environments, including virtualised networks, cloud-based architectures and extensive interconnection with external platforms has heightened the demand for specialised cybersecurity skills. Professionals in these job roles require deep technical expertise and continuous upskilling to address evolving threat landscapes and comply with regulatory requirements. Key skills include threat analysis and defence, vulnerability assessment and penetration testing, risk assessment, incident response and security architecture, all essential to protecting networks, safeguarding sensitive data and managing expanded attack surfaces.

At the same time, growing reliance on data-driven decision-making has elevated the importance of data science capabilities within telecommunication organisations. Advanced analytics are increasingly used to optimise network performance, predict faults, improve service quality and support customer experience management. These functions require specialised talent capable of working with large-scale, real-time datasets in complex network environments. Key skills include big data analytics, data engineering and predictive modelling, which enable organisations to extract actionable insights and anticipate network issues before they occur.

Demand for cybersecurity and data science skills extends well beyond the telecommunication subsector. Technology firms, digital service providers, financial institutions and other data-intensive industries compete for the same pool of highly skilled professionals. This broad-based demand has intensified competition for talent, contributing to skills shortages and increased mobility among experienced practitioners. For telecommunication operators, attracting and retaining cybersecurity and data science professionals has therefore become a strategic workforce challenge rather than a purely technical one.

CASE STUDY



Strengthening Malaysia's AI, Cybersecurity and Digital Talent Ecosystem

The ZTE-MMU collaboration demonstrates how industry-academia partnerships can accelerate the development of cybersecurity and advanced digital capabilities in Malaysia. Through industry-led training, certification programmes, applied learning platforms and public-sector upskilling initiatives, the partnership integrates real-world technologies into education and workforce development.

Outcomes:

- Development of industry-aligned talent equipped with practical 5G, AI and cybersecurity skills across academic and public subsector pathways
- Establishment of shared platforms and facilities that support continuous skills development, applied research and technology adoption
- A coordinated model linking industry, academia and government to address evolving national demand for advanced digital capabilities

The sustained demand and competitive labour market for these job roles have direct implications for workforce planning and skills development. Operators increasingly need to invest in targeted training, certification pathways and career progression frameworks, as well as non-traditional talent strategies such as internal capability development and cross-functional upskilling. Without sustained investment in these areas, organisations may face heightened operational risk, reduced resilience and constraints on their ability to leverage data and digital technologies effectively.



Technical, soft and business skills work together to support an enterprise-focused approach

As operators evolve from traditional connectivity providers towards technology-driven, enterprise-focused models, integrating technical, business and power skills has become essential. The transition from a telco to a “techco” approach places emphasis on delivering end-to-end solutions rather than standalone network services, requiring alignment between technical skills, commercial priorities, and customer outcomes.

In an enterprise-focused environment, technical expertise alone is no longer sufficient. Roles increasingly require the ability to contextualise network and systems capabilities within broader business solutions, particularly for enterprises with complex requirements. Individuals who combine technical knowledge with commercial awareness, customer engagement, and communication skills are better positioned to translate technical assets into differentiated, value-driven offerings.

This convergence of skills also strengthens cross-functional collaboration. As solution delivery spans engineering, IT, sales, product development and customer support, effective coordination depends on shared understanding across functions. Power skills such as collaboration, problem-solving, and stakeholder management bridge functional boundaries and manage complex, end-to-end service delivery models.

The integration of technical, business and power skills enhances agility, supports faster solution design, improves customer experience, and strengthens enterprise account management. As operators expand into cloud services, managed solutions, IoT and digital platforms, these integrated skill profiles become increasingly important in sustaining competitiveness and driving growth beyond traditional connectivity.

JOB ROLE SPOTLIGHT



Description:

A Technical Sales Engineer supports an enterprise-oriented approach by translating technical capabilities into customer-ready solutions. The job role sits at the intersection of technical delivery, commercial engagement, and customer interaction, requiring a balance of technical, business and soft skills.

Technical Skills

Required Skills:

- Solution Architecture
- Requirements Definition

Design and validate solutions that meet customer or enterprise requirements

Business Skills

Required Skills:

- Selling
- Customer Management

Position solutions effectively, respond to industry – specific needs, and support commercial objectives

Soft Skills

Required Skills:

- Communications
- Stakeholder Management

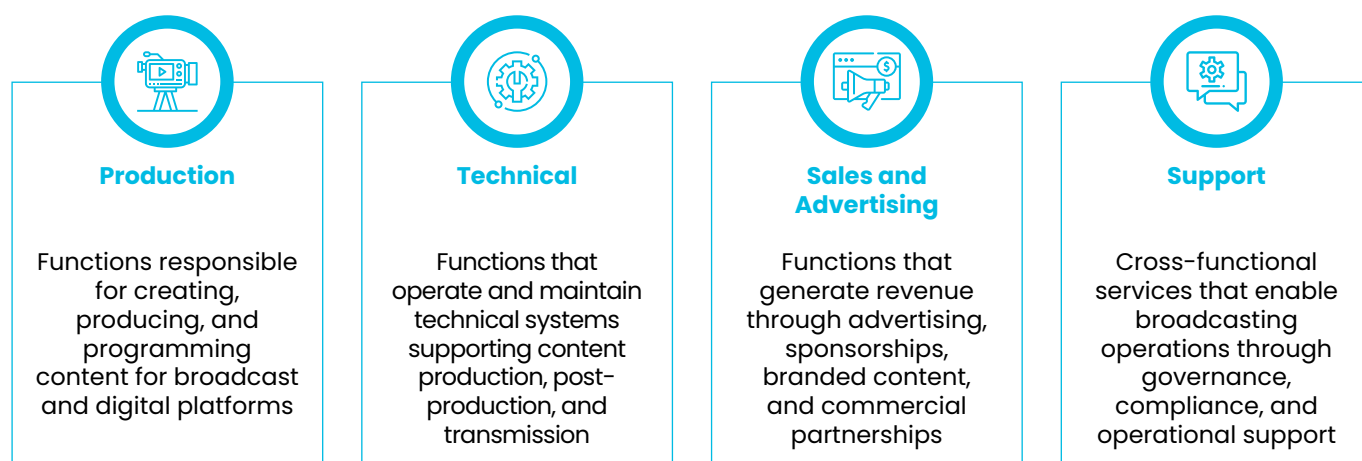
Support collaboration with internal teams, engagement with customers and partners, and the translation of complex technical concepts into clear, decision-ready insights

BROADCASTING

As broadcasting continues to operate across television, radio and digital platforms, work within the subsector is increasingly organised across a set of core functional segments that reflect how content is created, delivered, monetised and supported. These segments bring together job roles with similar functional intent, spanning creative and editorial activities, technical and platform operations, commercial functions, and enabling support services.

While many job roles apply across multiple platforms, the way work is carried out, including workflows, tools and skill requirements, differs between linear broadcast and digital environments. Viewing job roles through these functional segments provides a clearer understanding of how value is created and sustained within the broadcasting ecosystem and how job roles and future skills may vary or intersect across platforms.

The diagram below illustrates the four functional segments used to frame broadcasting job roles and future skills within this framework:



Within each segment, job roles are grouped into job clusters that bring together positions with similar functional intent, operating contexts, and contribution to broadcasting outcomes. These clusters reflect how work is organised across the subsector, spanning content creation, technical delivery, commercial management, and enabling support functions.

This grouping provides a structured view of how different functions contribute to the broadcasting value chain across television, radio, and digital platforms, while recognising that workflows and skill requirements may vary by platform and operating model.

The table below summarises how job clusters are organised within each broadcasting segment:

153 JOB ROLES			
Production			
Content Production & Programming (32 job roles)	Creative and Design (13 job roles)		Post-Production and Editing (15 job roles)
Technical			
Technical Crew (15 job roles)	Technical Operations and Transmissions (21 job roles)	Platform Operations (7 job roles)	Project Management (5 job roles)

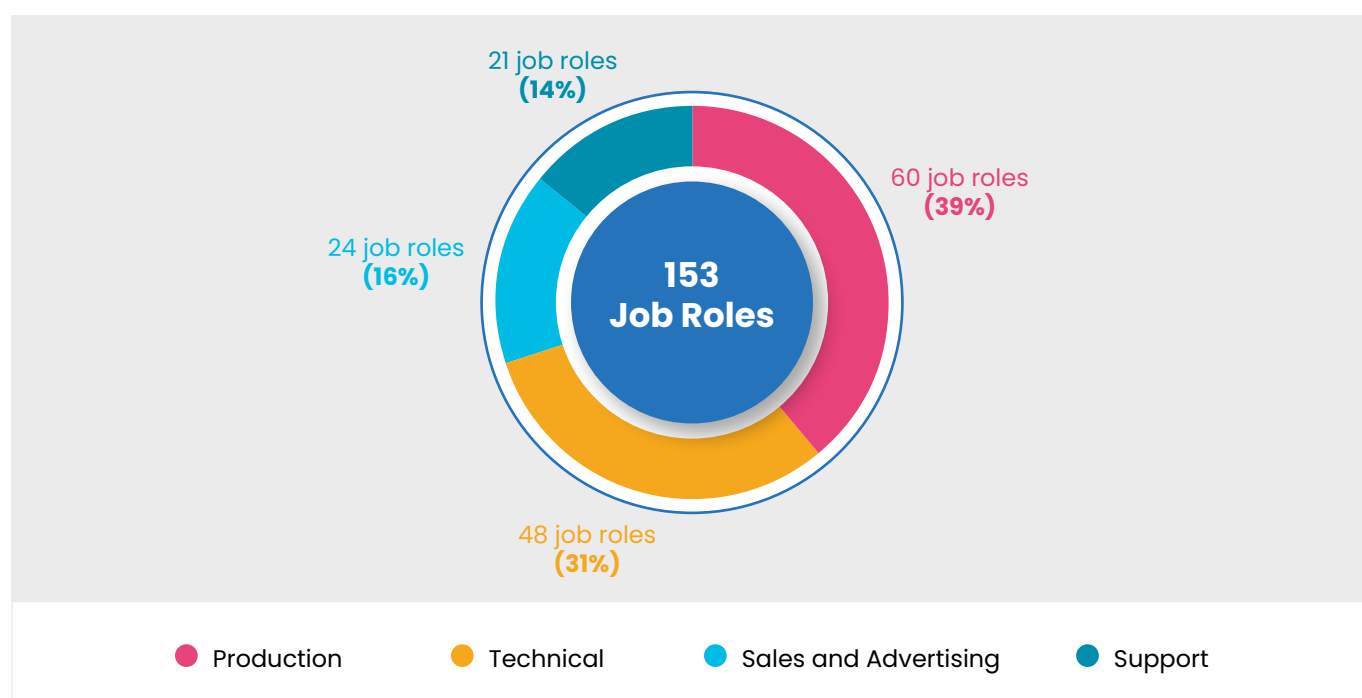
Sales and Advertising			
Sales Strategy and Revenue Planning (7 job roles)	Sponsorships and Brand Integration (11 job roles)	Creative Content Development (3 job roles)	Ad Operations and Scheduling (3 job roles)
Support			
Operations Support (6 job roles)	Regulatory, Governance and Compliance (8 job roles)		Content Services (7 job roles)

The Production segment covers job roles involved in developing and shaping content. It includes clusters in Content Production and Programming, Creative and Design, and Post-Production and Editing, reflecting the end-to-end content cycle from concept to output.

The Technical segment includes job roles that enable the execution, transmission, and delivery of broadcasting services. Clusters span Technical Crew, Technical Operations and Transmission, Platform Operations, and Project Management, supporting both traditional broadcast infrastructure and digital platform performance.

The Sales and Advertising segment focuses on job roles that drive monetisation and commercial sustainability. It includes the Sales Strategy and Revenue Planning, Sponsorships and Brand Integration, Creative Content Development, and Ad Operations and Scheduling clusters, reflecting integrated management of advertising and partnership activities across platforms.

The Support segment includes cross-functional job roles that enable broadcasting operations. It covers clusters in Operations Support, Regulatory, Governance and Compliance, and Content Services. These functions provide governance, coordination, and specialist expertise that underpin compliant, efficient delivery across the organisation.



The distribution of job roles across the four segments shows that work concentration remains strongest within Production and Technical functions, reflecting the central role of content creation and technical delivery within broadcasting.

Note: The sum of job roles across individual clusters (153) exceeds the total number of unique job roles (141) as certain roles are mapped to multiple clusters due to overlapping responsibilities. The overall total reflects unique job roles after duplicate occurrences have been removed.

The Production segment accounts for the largest share of job roles, reflecting the structural complexity of creative and editorial workflows. Content production is typically organised across clear stages, including commissioning, production, and post-production. This results in a wide skill base spanning storytelling, editorial judgement, production planning, and post-production execution.

In digital-first and short-form content contexts, functions within these stages are often consolidated to support faster turnaround and higher throughput. These leaner production models typically lead to the expansion of job role scope. For example, job roles such as a Social Media Producer may combine responsibilities traditionally distributed across production, coordination, and floor management, with the extent of job role convergence varying by organisation, scale, and production model.

The Technical segment similarly represents a substantial proportion of job roles, reflecting the operational complexity of broadcasting environments, where content must be produced, processed, transmitted, and distributed reliably across both traditional broadcast infrastructure and digital platforms. While some technical job roles have functional equivalents across environments, such as maintenance and systems support job roles, their application and skill emphasis may differ by platform or delivery architecture.

For example, traditional broadcast transmission job roles, such as broadcast transmission engineers, satellite broadcast engineers, and Network Operations Centre (NOC) engineers, coexist alongside digital transmission and delivery job roles such as cloud infrastructure engineers, Content Delivery Network (CDN) engineers, and network operations engineers. These differences reflect distinct approaches to content transmission and delivery between traditional broadcasting and digital streaming, rather than entirely separate technical skill domains.

Job Roles	Traditional Broadcasting	Digital Streaming
AI, Automation and Prompt Engineer	✓	
Ingest Operator	✓	✓
Broadcast Engineer	✓	✓
Broadcast Transmission Engineer	✓	
Satellite Broadcast Engineer	✓	
NOC Engineer	✓	
Cloud Infrastructure Engineer		✓
Content Delivery Network Engineer		✓
Network Operations Engineer		✓

In contrast, the Sales and Advertising segment comprises fewer job roles, reflecting broader commercial functions rather than highly specialised task separation. Despite smaller headcount representation, these job roles are central to revenue generation and sustainability. They require capabilities spanning sales strategy, agency and client engagement, campaign coordination, and cross-platform inventory planning. The structure of this segment reflects an emphasis on integration, aligning content, audiences, and advertising solutions rather than platform-specific execution.

The Support segment represents the smallest share of job roles, encompassing operations support, regulatory and compliance functions, and content services. These job roles operate horizontally, providing governance, risk oversight, and specialist services, such as compliance review, rights administration, and quality assurance. Rather

than directly producing and transmitting content, they enable compliant, coordinated, and consistent operations across channels and platforms. In many organisations, these capabilities are centralised to support multiple channels and platforms consistently and efficiently.

Overall, the distribution of job roles highlights the labour-intensive nature of production and technical functions in broadcasting, alongside the enabling role played by commercial and support functions. This provides useful context for understanding where specialised skills are most concentrated and where broader, cross-cutting capabilities are more prevalent across the subsector.

Building on the distribution of job roles across the broadcasting ecosystem, the skills framework highlights the capabilities required to deliver content reliably, compliantly and at scale across TV, radio, and digital streaming environments. Rather than operating in isolation, these skills are often applied in combination across job roles, reflecting the interdependent nature of creative, technical, commercial and governance activities in broadcasting organisations.

PRIME SKILLS				
Accounting and Finance Management (4 skills)	Branding, Sales and Marketing (19 skills)	Business Development and Strategy (4 skills)	Business Operation Management (8 skills)	Content Development (16 skills)
Content Post-Production (7 skills)	Costume, Hair and Make-up (13 skills)	Customer Service and Experience (5 skills)	Customer, Vendor and Stakeholder Management (5 skills)	Data Development and Implementation (5 skills)
Engineering and Maintenance (11 skills)	Health, Safety and Environment (HSE) (5 skills)	Legal and Regulatory (5 skills)	Media Technology and Operations (6 skills)	People Management and Development (1 skill)
Production and Direction (8 skills)	Production Design and Art (4 skills)	Production Technical Services (12 skills)	Products and Services (4 skills)	Project and Process Management (7 skills)
Quality Management (3 skills)	Research and Development (1 skill)	Risk Management, Compliance and Governance (16 skills)	Script and Story Development (5 skills)	Software Development and Implementation (9 skills)
Supply Chain and Logistics Management (2 skills)	Talent Performance (3 skills)	Technical Design and Architecture (1 skill)	Technology Management (8 skills)	VFX, Animation and Design (5 skills)
Warehouse and Inventory Management (1 skills)				
POWER SKILLS				
Innovation and Delivery (10 skills)			Social Intelligence (7 skills)	

220 Skills

comprising of 203 Prime Skills and 17 Power Skills

At the core of broadcasting work are creative and production future skills that enable content to be developed, shaped, and executed across formats and platforms. These include concept creation, creative storytelling and direction, supported by script comprehension and interpretation, production operations, and production planning and scheduling. Together, these capabilities translate editorial and creative intent into structured, deliverable outputs. Post-production future skills, such as video editing, sound editing and sound mixing, and media file formats conformation, support refinement, technical readiness, and consistency prior to distribution.

Alongside creative execution, technical and operational skills ensure that content is processed, transmitted, and delivered reliably. These span broadcast and media operations capabilities such as master control room operations, content scheduling and playout coordination and broadcast system integration, as well as IT-oriented skills such as cloud computing, cloud-based media operations, and network configuration. The combination of these skills reflects the hybrid broadcast-IT environments that underpin both traditional transmission and digital streaming.

Commercial and audience-facing skills enable monetisation across linear and digital channels. Key capabilities include sales strategy and execution, revenue optimisation, media strategy development, and integrated advertising and brand placement, supported by social media marketing and community engagement. These skills are increasingly data-enabled, relying on market intelligence and performance measurement through data visualisation and dashboarding. Application of these skills informs decisions on audience reach, inventory allocation, and commercial effectiveness.

Finally, governance, assurance and support skills provide the regulatory and operational foundations of broadcasting. Skills in compliance, health and safety, and quality assurance support consistency, risk management, and operational readiness. While less visible in day-to-day production, these skills are essential to maintaining trust, regulatory alignment, and long-term sustainability.

Taken together, the job role distribution and skill architecture reveal clear patterns in how broadcasting work is organised and evolving. Operating models are becoming more integrated, delivery expectations more demanding, and skills more cross-applied across functions and platforms.

The following themes summarise these key observations and provide a structured lens for understanding how job roles and future skills are shifting across broadcasting.



Convergence of TV, Radio, and Digital platforms is expanding job role responsibilities, requiring skills to be applied across platforms



Rising content volume and delivery speed are increasing pressure on workflow efficiency and scalability



Project-based delivery drives interdependence between functions and reliance on shared operations skills and knowledge





Convergence of TV, Radio, and Digital platforms is expanding job role responsibilities, requiring skills to be applied across platforms

The expansion of digital streaming platforms has materially reshaped the broadcasting environment, altering how audiences access and engage with content. The global video streaming market was valued at approximately RM 504.3 billion in 2024 and is projected to reach around RM 1.6 trillion by 2030, growing at a compound annual growth rate (CAGR) of about 21.5% between 2025 and 2030.

This sustained growth signals streaming as a core component of broadcasters' operating environments rather than a peripheral channel. While linear TV and radio continue to operate within established delivery and regulatory models, broadcasters must now manage multiple distribution pathways concurrently. This increases operational complexity across content delivery, measurement, and monetisation.

In response to the growing presence of digital streaming, organisations are increasingly aligning workflows, systems, and structures to support coordinated content delivery across linear and digital environments. However, this convergence does not imply platform replacement. Rather, it reflects the need to manage shared content assets, technologies, and cross functional teams.

As a result, broadcasters are transitioning from platform-siloed models towards integrated approaches that enable unified content handling, cross-platform measurement and consolidated commercial planning.

CASE STUDY



Cross-Platform Measurement as an Enabler of Converged Operations

Samba TV's recent investment in AI-driven, cross-platform measurement illustrates how industry players are adapting to converged operating environments. By delivering unified audience insights across linear and streaming environments, the company addresses limitations of platform-specific measurement in a multi-device landscape.

The case demonstrates that while transmission architectures and some production workflows may differ, analytics, performance tracking, and commercial planning increasingly operate across platforms, with measurement no longer being channel-bound.

Outcomes:

- Improved planning optimisation and monetisation through unified audience insights across platforms.
- Increased reliance on data, analytics, and AI to support cross-platform decision-making
- Reinforcement of operational convergence, where measurement and performance analysis span both broadcast and streaming contexts.

Source: Axios

As streaming becomes embedded within broadcasters' operating environments, job roles are increasingly required to function across multiple delivery contexts rather than within a single platform. While execution may remain specialised in some areas, job role design can no longer assume a linear focus. Instead, organisations are restructuring teams and workflows to support shared assets, systems, and audiences across environments.

In practice, production job roles increasingly develop content with multiple downstream applications in mind, including scheduled broadcast, on-demand streaming, and digital extensions. Technical job roles are expected

to operate hybrid infrastructures, where traditional systems coexist with cloud-based workflows and technologies. Commercial job roles are similarly broadening, combining linear inventory with digital and platform-based monetisation models.

A shared understanding of how outputs translate across delivery environments is becoming a baseline requirement. This marks a clear shift from platform-siloed job role definitions towards integrated operating structures.

This shift towards operational convergence is increasing demand for digital-streaming skills embedded across functions rather than confined to specialist teams.

Skills such as cloud-based media operations, media platform management, broadcast system integration, and media asset and metadata management are becoming foundational to scalable, interoperable workflows.

In parallel, audience-facing digital skills such as social media content creation, community engagement, and digital marketing are expanding content reach beyond scheduled programming and supporting continuous interaction within streaming ecosystems. Together, these skills complement established broadcast capabilities, resulting in hybrid skill profiles that reflect converged broadcast and streaming environments.

FUTURE SKILLS SPOTLIGHT

The increasing presence of digital streaming within broadcasting is driving demand for skills that support hybrid broadcast-digital operations:

- | | |
|--------------------------------|---------------------------------|
| • Cloud Based Media Operations | • Social Media Content Creation |
| • Media Platforms Management | • Community Engagement |
| • Broadcast System Integration | • Digital Marketing |

These skills enable consistent content delivery, platform integration, and audience engagement across converging broadcast and streaming environments.



Rising content volume and delivery speed are increasing pressure on workflow efficiency and scalability

As broadcasters operate across linear, on-demand, and streaming environments, content volume and delivery speed have increased. Content is no longer produced for a single release window, it is adapted, versioned, and delivered in parallel across multiple outputs. This has intensified pressure on production, post-production, technical, and support workflows, particularly where compressed timelines must coexist with reliability at scale.

In response, efficiency and scalability have become operational imperatives. Organisations are expected to increase output without proportional growth in cost, resourcing, and risk exposure, accelerating the shift toward system-enabled, coordinated, and repeatable workflows.

Rising content throughput is reshaping job role design. Responsibilities are moving beyond discrete task execution and towards managing interdependencies, workflow continuity, and cross-team hand-offs. Production and post-production job roles are increasingly required to support parallel outputs and rapid turnaround, while preserving editorial quality and technical standards through digitally enabled processes.

Technical job roles are similarly evolving from stage-specific support toward sustaining stable, scalable environments. This includes system performance management, automation enablement, and ensuring infrastructure can absorb fluctuating demand. Commercial and support job roles are also impacted, as faster delivery cycles require more responsive scheduling, monetisation, rights management, and compliance processes supported by integrated systems.

This shift elevates the importance of job roles that can operate effectively within high-throughput, digitally enabled environments and coordinate across functions, rather than relying on linear or sequential delivery models.

To manage rising content volumes and compressed delivery timelines, organisations require skills that enable work to be executed through integrated digital systems rather than manual or sequential processes. These are not platform-specific streaming skills, but technology-enabled capabilities that shape how workflows are planned, coordinated, and scaled.

Key skills include process optimisation and automation, production planning and scheduling, and project management, increasingly delivered through digital tools that support parallel workflows, real-time coordination, and cross-team visibility. Technical skills such as cloud-based media operations, media asset and metadata management, broadcast system integration, and platform deployment knowledge are becoming foundational, enabling content to move efficiently across systems, formats, and endpoints.

Data-enabled skills, such as data visualisation and dashboarding, are also growing in importance as higher content throughput generates larger volumes of operational and performance data. These capabilities allow teams to monitor workflow performance, identify bottlenecks, and intervene early to protect delivery speed and reliability.

Together, these capabilities support the shift towards system-enabled operating models, where efficiency and scalability depend not only on individual expertise, but on the effective use of platforms, automation, and data across the organisation.

CASE STUDY



AI-Driven Personalisation and Scalable Streaming

Astro, a leading media company in Malaysia, deployed ThinkMediaAI, an AI-powered content discovery and personalisation solution, across its sooka streaming service to enhance engagement, discovery, and monetisation in a high-volume, digital-first delivery environment.

As content libraries expand and audience expectations for personalised experiences increase, Astro integrated an AI-driven recommendation engine to replace static discovery models with real-time, data-driven engagement optimisation.

Outcomes:

- Increased user engagement through AI-powered recommendations that drive higher session duration, repeat usage, and deeper catalogue consumption.
- Improved customer conversion and retention through data-informed programming, behavioural analytics, and A/B testing capabilities for optimisation of content presentation,
- Increased monetisation potential as personalised user journeys strengthen subscription conversion potential and support targeted advertising strategies.

Source: Think Analytics



Project-based delivery drives interdependence between functions and reliance on shared operations skills and knowledge

Broadcasting in Malaysia operates predominantly on a project-based delivery model, where content is developed through project-specific production cycles rather than continuous functional operations. Each project brings together production, technical, commercial, and support functions for a specific timeline and outcome, creating inherent interdependence across the content lifecycle.

At the core of this model is the production workflow, spanning content development, production, talent management, creative and design, and post-production. While each stage involves specialised job roles, effective delivery depends on professionals maintaining a working understanding of upstream and downstream processes. This cross-functional visibility enables teams to anticipate dependencies, align creative and operational priorities, and minimise bottlenecks from concept to broadcast.

Creative direction established during content development directly shapes production planning, talent coordination, and asset creation. As projects progress, these elements must remain closely coordinated to preserve consistency, creative integrity, and audience impact. Post-production consolidates outputs, relying on continuity in creative intent, operational planning, and quality standards established earlier in the cycle.

This operating environment reinforces that job roles rarely operate in isolation. Professionals are increasingly required to develop end-to-end workflow understanding to balance creative intent with operational constraints and delivery schedules. As a result, shared operational skills, such as production operations, production planning and scheduling, resource management, and creative execution, cut across multiple job roles and stages of delivery. Strengthening these overlaps enhances collaboration, improves output quality, and supports structured workforce development, including cross-functional mobility and job role progression.

HOW JOB ROLES OPERATE ACROSS THE PRODUCTION WORKFLOW

Content Development	Content Production	Talent Management	Creative and Design	Post-Production and Editing
 Show Producer Leads the creation of content, turning concepts into structured, engaging, audience-focused productions	 Production Manager Manages logistics, budgets, schedules, and resources to execute productions efficiently and safely	 Casting Manager Selects and manages talent to align with the creative vision and production requirements	 Costume Designer Designs and delivers costumes and styling to support character, story, and visual continuity	 Visual Effects Editor Integrates visual effects into the edit, ensuring accuracy, continuity, and creative alignment
Key Skills				
- Visual Style Development - Creative Execution - Production Operations - Production Planning and Scheduling	- Production Operations - Resource Management - Production Planning and Scheduling - Creative Execution	- Resource Management - Script Comprehension and Interpretation - Production Planning and Scheduling	- Visual Style Development - Production Operations - Script Comprehension and Interpretation	- Production Operations - Creative Execution

The production segment is made up of functional areas from content development, content production, talent management, creative and design, and post-production and editing, forming an interconnected delivery ecosystem, where outputs are shaped by continuous collaboration and shared understanding across job roles.

Production workflows in broadcasting rely on coordinated collaboration across specialised job roles, where timely, high-quality output is collectively achieved rather than individually delivered. Many production job roles share core skills such as production operations, production planning and scheduling, and creative execution, making their success mutually reinforcing. This highlights the need for cross-functional knowledge, integrated processes and shared expertise to ensure continuity and adapt as productions grow in scale and complexity.

Beyond production, effective content delivery relies on close coordination with other functions within broadcasting. Success is increasingly shaped by shared operational understanding rather than isolated functional expertise. Technical teams must interpret production requirements and delivery timelines to design systems that ensure reliable execution. Sales and Advertising functions depend on both production quality and technical execution to activate monetisation strategies. Support functions, such as licensing, regulatory compliance, and contractual management, influence content formats, release schedules, and distribution pathways. This creates a skill environment where decisions in one function carry operational and commercial implications for others.

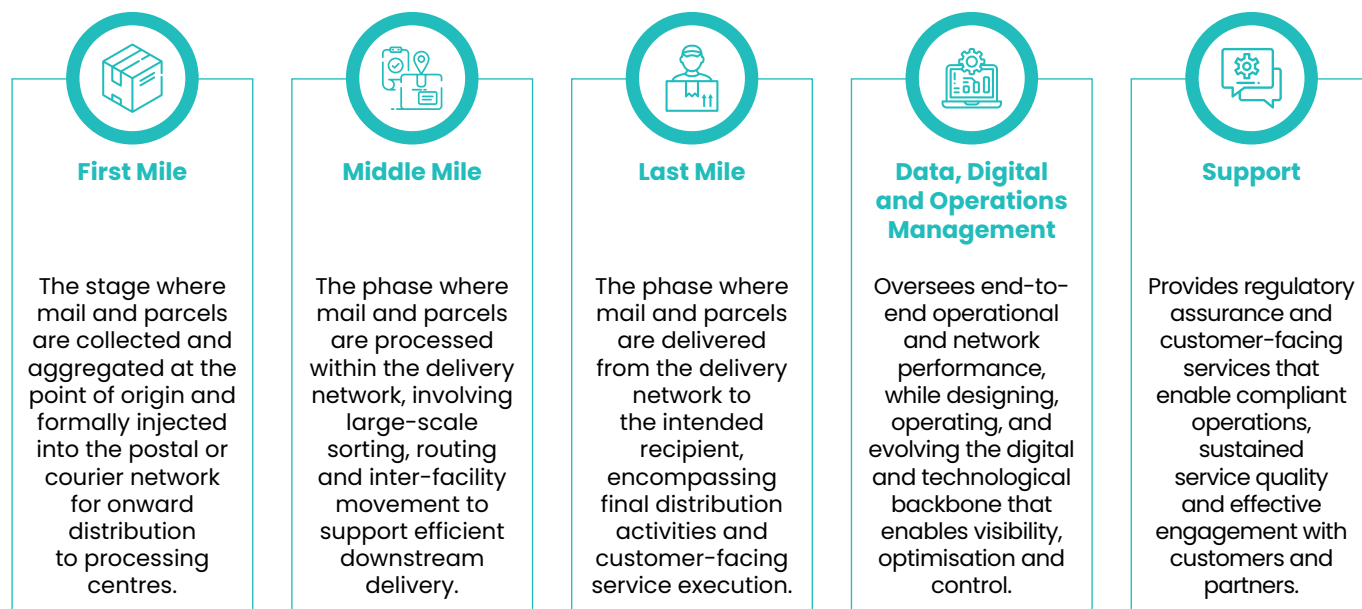
For example, producing and distributing content for OTT and digital streaming platforms requires production teams to align formats and deliverables with platform specifications, monetisation models, and regulatory parameters. These decisions influence technical workflows such as encoding, metadata structuring and platform integration. Technical constraints, in turn, may influence production formats and release strategies. Commercial teams rely on both to deliver digital revenue outcomes, often requiring workflow adjustments across functions. Support functions further shape timelines and distribution compliance and contractual obligations. With this complex network, effective delivery depends on structured cross-segment coordination rather than sequential hand-offs.

Malaysia's project-based operating model reinforces this interdependence. Professionals frequently collaborate across functional boundaries and may assume hybrid responsibilities during production cycles. This elevates the importance of transferable operational skills, such as workflow coordination and planning, that enable teams to operate within interconnected delivery environments. Strengthening these cross-cutting capabilities enhances output quality, operational efficiency, and the ability to respond to shifting audience behaviours, technological change, and multi-platform demands.



POSTAL AND COURIER

To establish a clear and shared understanding of how work is organised within the postal and courier subsector, activities have been structured into a set of segments that reflect the end-to-end flow of operations, alongside enabling functions that support successful service delivery.



These segments illustrate how work moves across the postal and courier subsector. First, Middle and Last Mile represent the sequential activities involved in moving mail and parcels from origin to final delivery, relying on coordinated handovers. Beneath this operational flow, Data, Digital and Operations Management, alongside Support functions, underpin successful operations by enabling performance oversight, technological capability, regulatory compliance, and customer-facing services.

Work within the subsector is organised into job clusters that reflect distinct operational and enabling functions. Job clusters group activities with similar operational contexts, responsibilities, and execution requirements. Within each cluster, multiple job roles exist across varying seniority and scope, yet share common operational focus. The overview below brings clusters together to provide a view of how work is structured.

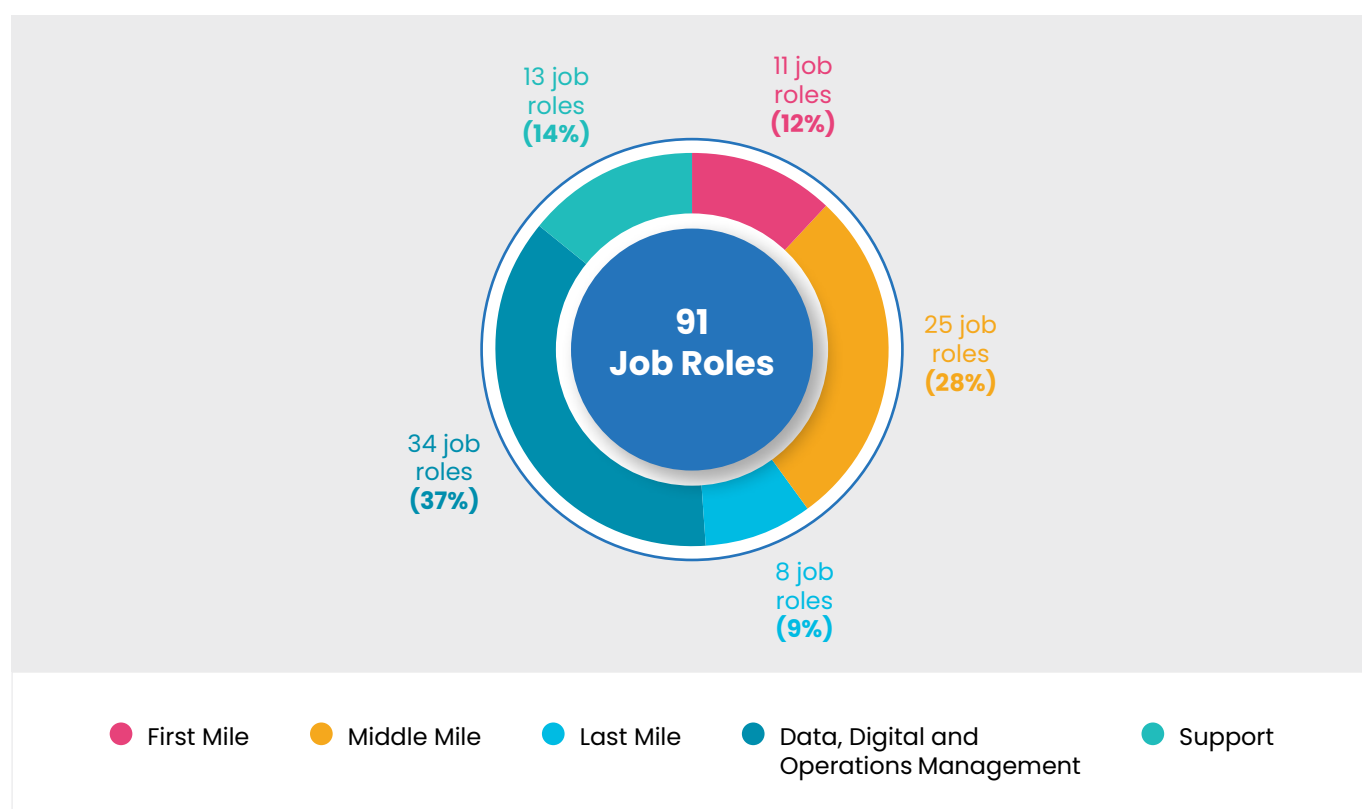
91 JOB ROLES			
First Mile			
Drop-Off and Pick Up (6 job roles)		Fulfilment and Warehousing (5 job roles)	
Middle Mile			
Cross Border Operations (7 job roles)	Processing Operations (9 job roles)	Transport Operations (6 job roles)	Control Tower (3 job roles)
Last Mile			
Delivery Services (8 job roles)			

Data, Digital and Operations Management	
Operations and Network Performance (13 job roles)	Digital Logistics Technology and Systems (21 job roles)
Support	
Regulatory and Compliance (7 job roles)	Retail Sales and Customer Service (6 job roles)

The job clusters address how demand enters, moves through, and is fulfilled. Activities begin with Drop-Off and Pick-Up and Fulfilment and Warehousing, where mail and parcels are accepted from individuals and businesses, including fulfilment activities provided by postal and courier operators, and prepared for entry into the network. From there, items are received, sorted and prepared for onward movement via Processing Operations. Depending on their destination, parcels may require international handling, documentation, and gateway coordination to flow through Cross Border Operations.

These activities are connected by Transport Operations, which manage longer-distance movement between facilities, alongside Control Tower activities that coordinate, monitor, and optimise transport movement to ensure items are directed to the appropriate next destination. As parcels approach their final destination, Delivery Services complete the last stage of distribution by managing delivery to recipients. This includes coordinating final delivery routes as well as interfacing with alternative delivery and collection points, such as branch counters or pick-up and drop-off locations, to support flexibility in how recipients receive their items.

Throughout this process, Operations and Network Performance activities provide visibility, coordination, and performance oversight across the network, while Digital Logistics Technology and Systems enable execution through the systems, platforms, and infrastructure required for tracking, automation and optimisation. In parallel, Regulatory and Compliance and Retail Sales and Customer Service activities ensure that operations are within regulatory requirements and support effective engagement with customers and business partners.



The clusters contain a total of 91 identified job roles across the subsector. This does not represent the full universe of job roles within the subsector, but rather those that are directly involved in core operational and enabling activities across the segments. The distribution of job roles across segments reflects differences in functional specialisation rather than workforce size. In particular, a higher concentration of job roles appears within Data, Digital and Operations Management, driven by the need for distinct, specialised capabilities. By contrast, while First, Middle and Last Mile contain fewer unique roles, these job roles typically account for a significantly larger share of the workforce due to their operational scale and volume.

The following illustration outlines skills that support end-to-end delivery and enabling functions across the subsector.

PRIME SKILLS				
Accounting and Finance Management (6 skills)	Agile and Continuous Improvement (1 skill)	Automation and Robotics (3 skills)	Branding, Sales and Marketing (4 skills)	Business Development and Strategy (5 skills)
Business Operation Management (19 skills)	Customer Service and Experience (4 skills)	Customer and Vendor Management (7 skills)	Data Development & Implementation (10 skills)	Engineering and Maintenance (9 skills)
Health, Safety & Environment (HSE) (11 skills)	Legal and Regulatory (4 skills)	Manufacturing and Production (3 skills)	People Management & Development (2 skills)	Products and Services (7 skills)
Project and Process Management (9 skills)	Quality Management (11 skills)	Research and Development (5 skills)	Risk Management, Compliance and Governance (29 skills)	Software Development & Implementation (13 skills)
Supply Chain and Logistics Management (13 skills)	Technical Design and Architecture (5 skills)	Technology Management (3 skills)	Warehouse and Inventory Management (8 skills)	
POWER SKILLS				
Innovation and Delivery (10 skills)		Social Intelligence (7 skills)		
205 Skills				
comprising of 188 Prime Skills and 17 Power Skills				

The concentration of skills within clusters reflects the nature and demands of work across the postal and courier subsector. A higher number of skills is observed within Risk Management, Compliance and Governance, driven by the need to address a wide range of considerations across areas such as data protection, cybersecurity, regulatory requirements, and operational risk. Meanwhile, the prominence of Business Operations Management and Supply Chain and Logistics Management skills reflects the operationally intensive environment of postal and courier services, where end-to-end coordination, asset utilisation, and network efficiency are central to service delivery.

The spread of skills across operational, digital, and enabling domains highlights the interconnected nature of modern delivery networks. As operations become increasingly technology-enabled and data-driven, effective performance depends not only on physical execution and related skills, but also on governance, coordination, and specialised technical capabilities that support reliability, scalability, and compliance in an increasingly complex operating landscape.

The key insights that follow draw on a combined view of job clusters, job roles, and skills to highlight patterns that have implications for workforce planning and capability development within the postal and courier industry.

1

First, Middle and Last Mile tasks are interdependent and share commonalities, resulting in shared skills across job roles

2

Roles require an end-to-end understanding of operational flow and constraints to effectively apply skills

3

Data, digital, and support job roles are increasingly important in enabling successful and reliable deliveries

1

First, Middle and Last Mile tasks are interdependent and share commonalities, resulting in shared skills across job roles

As previously described, activities across the First, Middle and Last Mile segments are connected through a largely sequential flow, where mail and parcels move from collection and induction, through processing and routing, before reaching final delivery. A single parcel is handled sequentially by collection staff, hub processing teams, linehaul operators, and delivery personnel before reaching the recipient. This creates clear handovers between stages, such that performance at any one point in the network has direct implications for downstream activities. Delays, inaccuracies, or capacity constraints introduced earlier in the process can propagate through subsequent stages, affecting overall service outcomes.

This interdependence is not limited to job roles within a single organisation. In practice, different organisations may operate distinct parts of the First, Middle or Last Mile, particularly within platform-based or multi-carrier delivery models. Despite this separation, delivery outcomes remain dependent on coordinated handovers across stages, reinforcing the need for alignment in execution standards, information flows, and performance management across organisational boundaries.

In 2025, Shopee Malaysia formalised a Letter of Collaboration (LoC) with GDEX Bhd, City-Link Express, Pos Malaysia, and SPX Express to strengthen last-mile delivery in response to e-commerce growth. The collaboration includes shared performance measures, integrated real-time monitoring, and expanded access to Pick-Up & Drop-Off (PUDO) and Buyer Self-Collect (BSC) locations nationwide.

These coordinated efforts highlight how delivery performance relies on aligned activity across multiple network participants, including platforms, carriers, and regulators, rather than isolated execution by individual job roles or organisations.

Although job roles within the First, Middle and Last Mile differ in their immediate responsibilities, they operate under shared constraints related to service timelines, tracking and visibility, adherence to standard operating procedures, and the management of exceptions. As a result, activities across these stages rely on common ways of working to ensure that parcels can be handed over reliably and issues can be resolved without disrupting downstream operations.

CASE STUDY



Joint Logistics Efforts to Improve Delivery Reliability



The signing of the LoC marks a collective effort to advance Malaysia's courier and e-commerce ecosystem.

Source: The Star. "Joint logistics efforts to improve delivery reliability." Published 28 Nov 2025.

This alignment is reflected in the skills identified across job roles in different parts of the network. Several skills are common across First, Middle and Last Mile job roles, particularly in areas such as operational coordination, system usage, and data accuracy, compliance with safety and quality requirements, and issue resolution. While these skills are applied in different operational contexts, (e.g., during parcel collection or final delivery) they serve a common purpose in maintaining continuity across handovers.

FUTURE SKILLS SPOTLIGHT

While some future skills recur across the First, Middle and Last Mile, their application shifts according to the operational context and objectives of each stage.

Example Future Skills	First Mile	Middle Mile	Last Mile
Reporting and Documentation	✓	✓	✓
Defensive Riding and Driving	✓	✓	✓
Equipment Operations		✓	
Load Distribution Analysis		✓	
International Trade Legislation Compliance	✓	✓	
Parcel Receipt and Inspection	✓	✓	✓

Reporting and Documentation

- **First Mile:** Capturing parcel intake details and ensuring proper handover into the network.
- **Middle Mile:** Supporting reconciliation, transfer tracking, and exception management across hubs.
- **Last Mile:** Enabling proof of delivery, customer confirmations, and dispute resolution.

Although the skill remains consistent, its objective evolves from intake accuracy, to network control, to customer assurance.

Parcel Receipt and Inspection

- **First Mile:** Verifying acceptance criteria and proper labelling before parcels enter the system.
- **Middle Mile:** Identifying damage, misrouting, or irregularities during sorting & inter-hub transfers.
- **Last Mile:** Checking parcel condition prior to delivery and managing failed deliveries or returns.

The same underlying competency supports different risk controls and performance priorities at each stage of the end-to-end delivery network.

At the same time, certain skills are segment-specific. For example, Load Distribution Analysis is primarily relevant in the Middle Mile, where routing optimisation, vehicle capacity planning, and inter-hub coordination drive performance. Meanwhile, International Trade Legislation Compliance is associated with cross-border or upstream operations, where customs and regulatory checks apply before parcels enter domestic networks. Unlike recurring skills that adapt across contexts, these specialised skills are anchored to operational mandates and not uniformly required across segments.

Taken together, this pattern underscores that skill requirements in the postal and courier subsector are shaped not only by specific tasks associated with individual job roles, but also by the need to sustain coordinated performance across interconnected stages of work. Understanding this interdependence provides context for interpreting skill overlaps across job roles and informs how capabilities may be developed and deployed across the value chain.



Roles require an end-to-end understanding of operational flow and constraints to effectively apply skills

Job roles within the postal and courier subsector require more than technical proficiency to perform effectively, as skill application depends on operational understanding across segments and beyond the immediate job role scope, developed through experience and exposure.

In practice, optimising performance locally does not always translate into improved outcomes for the network as a whole. Actions taken to increase speed, throughput, or utilisation at one stage of the delivery process can introduce congestion or service failures downstream. This is particularly evident across the First, Middle and Last Mile, where activities are sequentially linked and reliant on coordinated handovers. Decisions that appear efficient within a single stage may inadvertently shift bottlenecks elsewhere, highlighting the limitations of applying skills without regard to wider system impacts.

JOB ROLE SPOTLIGHT



Description:

Hub Supervisor oversees hub operations to maintain accurate processing, safe practices, and coordinated transfer to linehaul in line with downstream operational requirements.

Key Activity*

Monitoring and managing the handover process to linehaul to ensure alignment with transport schedules

Associated Future Skills

- Operations Management
- Process Monitoring

*** Note:** The key activity listed is not exhaustive. Please refer to the Appendix for a complete overview of this job role.

Based on this activity and the associated future skills, the Hub Supervisor may focus on accelerating parcel processing and dispatch to meet throughput and handover targets.

However, without an understanding of downstream constraints such as linehaul cut-off times or transport capacity, pushing volume prematurely can result in parcels being held in transit, re-handled at downstream facilities, or contributing to congestion elsewhere.

Applying processing skills effectively therefore requires judgement informed by how dispatch decisions affect end-to-end delivery performance, rather than local efficiency alone.

This challenge is compounded by the fact that many operational constraints are not visible at the point of action. Roles involved in collection, processing, transport, or delivery often operate with limited awareness of downstream capacity, service cut-off times, regulatory dependencies, or last-mile delivery conditions. As a result, skills are frequently applied under partial information, increasing the importance of judgement informed by an understanding of how the network behaves beyond the immediate task. In such an environment, skill proficiency alone is insufficient to ensure reliable outcomes.

While these dynamics are most acutely experienced by job roles within the First, Middle and Last Mile, they also shape the responsibilities of Data, Digital and Operations Management functions. These job roles exist because constraints and performance signals are distributed across the network and cannot be managed through isolated execution alone.

JOB ROLE SPOTLIGHT

**Description:**

Operations Research Specialist develops and applies analytical models that optimise logistics network performance, resource allocation, and operational decision-making.

Key Activity*

Developing and evaluating analytical models to assess logistics network configurations, route planning and capacity allocation scenarios

Associated Skills

- Route Planning & Optimisation
- Process Modelling

*** Note:** The key activity listed is not exhaustive. Please refer to the Appendix for a complete overview of this job role.

The Operations Research Specialist identifies opportunities to improve efficiency through route consolidation or capacity reallocation. However, without an end-to-end understanding of operational flow and constraints across the lifecycle, such recommendations may overlook execution realities such as volume variability, cut-off times, or last-mile delivery limitations.

This can result in technically sound solutions that are difficult to implement on the ground, shift bottlenecks elsewhere, or reduce resilience during peak periods. Similar dynamics have been observed in cases such as the pause of USPS facility consolidations, where network redesigns or capacity adjustments aimed at improving efficiency resulted in unintended delays when local processing constraints or labour limitations were not fully aligned. This demonstrates how technically rational optimisation decisions may prove challenging in execution if end-to-end operational constraints are not comprehensively considered.

Source: Supply Chain Dive. "Postal Service to pause mail processing consolidation changes."

Similarly, clusters within the Support segment such as Regulatory and Compliance, as well as Retail Sales and Customer Service, require contextual understanding of operational flow to apply their skills effectively. Decisions related to compliance requirements, data handling, service commitments, or customer resolution processes directly influence how operations are executed on the ground. Without an appreciation of how constraints manifest across different stages of the network, such controls and interventions risk creating unintended friction or misalignment with operational realities.

Taken together, this highlights that skills within the postal and courier subsector are not applied in isolation, but within a complex system where actions, decisions, and controls interact across multiple stages. Effective performance therefore depends on the ability to apply skills with an understanding of end-to-end flow and constraints, rather than on task-specific expertise alone. This insight provides important context for interpreting skill requirements across job roles and sets the foundation for understanding how capabilities are developed and applied across the subsector.



Data, digital, and support job roles are increasingly important in enabling successful and reliable deliveries

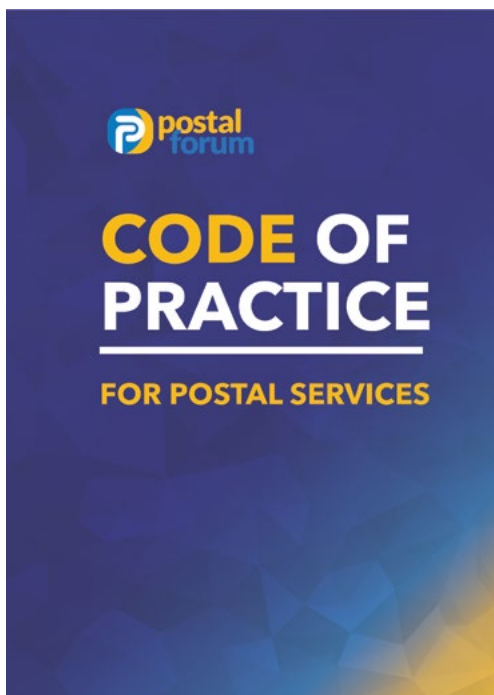
The ability to execute reliable and timely deliveries increasingly depends on functions that extend beyond the physical movement of mail and parcels. While First, Middle and Last Mile activities remain central to service delivery, their effectiveness is increasingly reliant on data, digital and support functions that enable visibility, coordination, and informed decision-making across the network.

Several external forces have intensified this shift, as described in the Sectoral Overview section. Competition arising from a growing number of licensed operators, advancements in digital technologies, and sustained growth in e-commerce have raised expectations around speed, reliability, transparency, and customer experience. Delivery outcomes are no longer assessed solely on whether parcels reach their destination, but also on how quickly issues are resolved, how accurately performance is monitored, and how consistently service standards are maintained across different operating conditions.

The CPPS, launched on Malaysia National Courier Day 2025, further reinforces the growing importance of data, digital and support functions in enabling reliable delivery outcomes. Beyond physical delivery requirements, the Code emphasises service reliability, transparency, tracking, consumer redress, data protection, and accountability, all of which rely on robust information systems, governance processes, and customer-facing capabilities.

These provisions highlight that delivery performance is increasingly shaped by how effectively operators capture, manage, and act on information across the network, rather than by execution alone. As such, data, digital and support job roles play a central role in sustaining service quality, trust, and compliance in an increasingly complex and competitive operating environment.

CASE STUDY



Code of Practice for Postal Services (CPPS)

The nation's first self-regulatory code for the postal and courier subsector. The initiative was introduced by the Postal Forum, a body appointed by MCMC

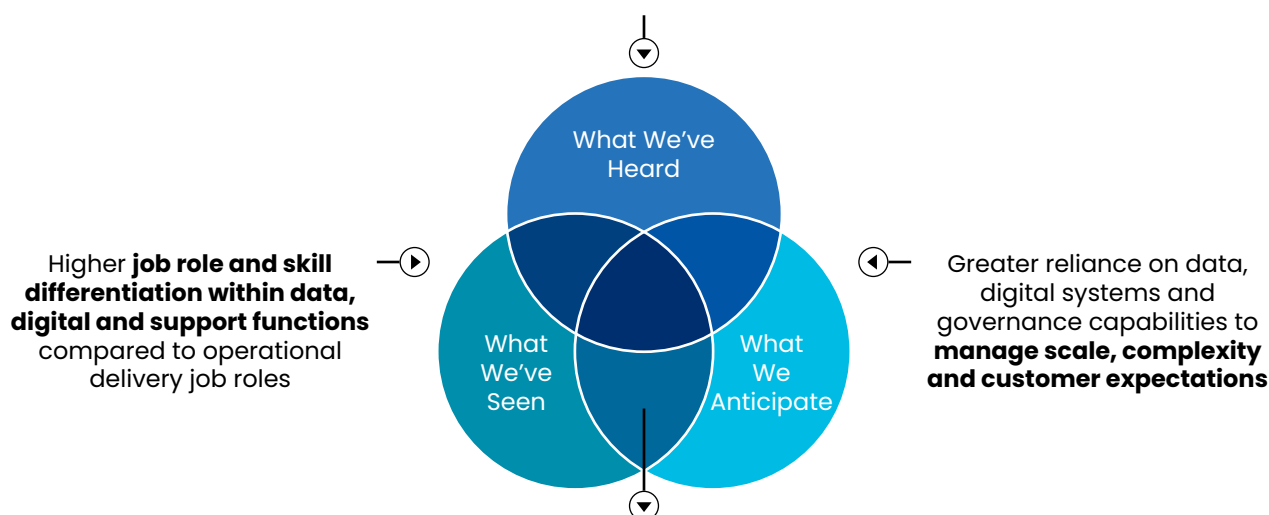
In this changing landscape, Data, Digital and Operations Management functions will continue to play a critical role in translating operational activity into actionable insight. Capabilities such as real-time performance monitoring, route optimisation, demand forecasting, system integration, and automation will enable operators to identify emerging constraints, respond to variability, and continuously improve network efficiency. These functions provide the information backbone required to support both day-to-day execution and longer-term operational planning.

Source: Postal Forum Malaysia. "Code of Practice for Postal Services".

At the same time, support functions have become increasingly integral to sustaining delivery performance. Regulatory compliance, risk management, customer service, and sustainability considerations now directly influence operational continuity and service quality. As delivery networks handle growing volumes of personal data, cross-border flows and time-sensitive shipments, strong governance and customer-facing capabilities are essential to maintaining trust, managing exceptions, and supporting effective engagement with both consumers and business partners.

GROWING IMPORTANCE OF DATA, DIGITAL AND SUPPORT FUNCTIONS

CPPS: Increasing emphasis on **reliability, transparency and service accountability** beyond physical delivery



Job Clusters that are Increasingly Important for Continued Service Excellence			Core Future Skills
Data, Digital and Operations Management	Operations and Network Performance (13 job roles)	Digital Logistics Technology and Systems (21 job roles)	• Data Visualisation and Storytelling • Emerging Technology Synthesis • Corporate Governance • Customer Behaviour Analysis
Support	Regulatory and Compliance (7 job roles)	Retail Sales and Customer Service (6 job roles)	

These job roles and future skills will underpin the ability of postal and courier operators to manage complexity, maintain service standards, and support consistent delivery outcomes across an increasingly interconnected network.

Successful delivery is no longer driven solely by execution within individual stages of the network, but by the strength of the enabling capabilities that connect, govern, and optimise them. As a result, data, digital and support job roles have become central to ensuring that delivery networks can adapt, scale and perform under evolving demands.



SECTION 4:

CAREER MOBILITY

OVERVIEW

Upon completion of mapping the job roles across the C&M sector and the future skills required to perform them, the next critical step is to assess talent progression and transitions across these job roles over time. Career mobility therefore forms a critical component of the FSF. It translates static job role and future skill definitions into career mobility options, clarifying how individuals can advance within clusters, transition across related functions, or move across sectors where capabilities are transferable.

By understanding these mobility patterns, stakeholders can better support workforce adaptability, targeted upskilling, and longer-term talent retention. In this context, vertical mobility refers to movement into job roles with greater scope and responsibility, while lateral mobility refers to movement between job roles at a similar job level that broaden skills and experience without a change in seniority.

► Within Cluster

Lateral and vertical movement of job roles within a job cluster

► Within Segment

Lateral movement between job roles within the same segment

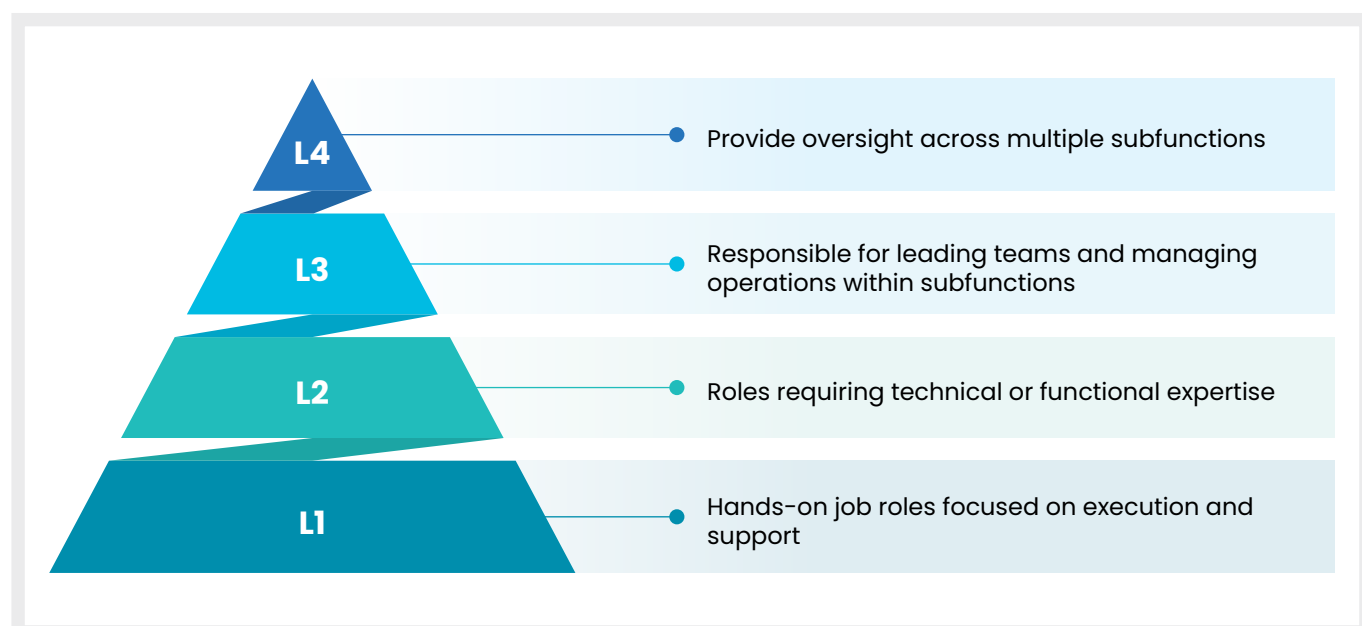
► Within Subsector

Lateral movement between job roles within the subsector

► Across Sector

Lateral movement between job roles from a subsector to another sector or subsector

To assess mobility consistently, job levelling is applied across four levels (L1-L4) to indicate seniority and scope, enabling more precise assessment of mobility at the same level, as well as upward moves. The diagram below defines each level, showing the typical responsibilities, decision-making scope, and supervisory expectations associated with L1 through L4 job roles. Levels may vary across the three C&M subsectors, reflecting differences in job role complexity, operational scale, and subsector specific practices.



The diagram below illustrates how career mobility occurs at different structural layers, within clusters, across segments within a subsector and across sectors, each with varying conditions and degrees of feasibility. Within each subsector, job roles are organised into clusters grouped by functional and subfunctional similarity, which sit within broader segments representing major operating domains.



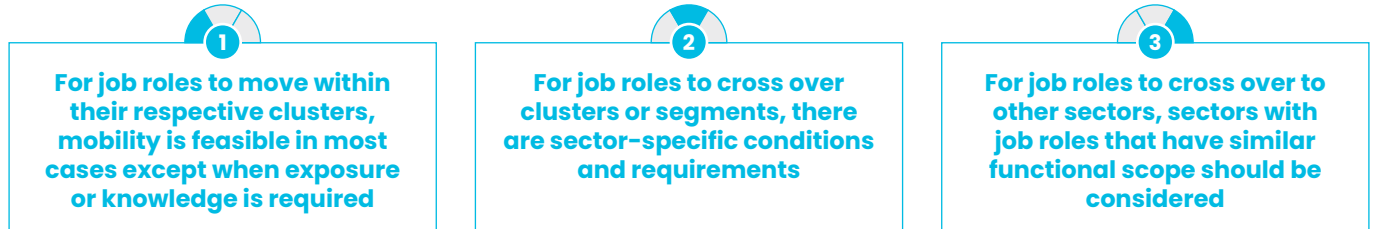
Movement within clusters is generally the most fluid, as job roles share similar scope, future skills and operating context. This pattern is consistently observed across telecommunication, broadcasting and postal and courier, where progression typically builds within a shared functional pathway.

Movement across clusters or segments within the same subsector is more conditional. Feasibility depends on alignment in capabilities and operational exposure, and is shaped by sector-specific technical, regulatory, and structural constraints.

Movement across sectors follows a different logic. Rather than structural proximity, it depends on functional alignment; whether job roles share comparable purpose or transferable capability bases. Where such alignment exists, mobility is feasible; where job roles are deeply anchored in sector-specific knowledge, outward movement is more limited.

KEY THEMES FOR CAREER MOBILITY

As such, the following key themes for career mobility have been identified across the three C&M subsectors:



The following sections illustrate how these patterns emerge across the telecommunication, broadcasting as well as postal and courier subsectors.



For job roles to move within their respective clusters, mobility is feasible in most cases except when exposure or knowledge is required

Career progression within job clusters is primarily driven by vertical mobility, where job roles build upon one another through increasing scope, responsibility and complexity of work. For the workforce, vertical progression is typically the most recognised and intuitive form of career mobility, as it is commonly associated with development, growth and increased accountability. Within a cluster, progression therefore tends to reflect deeper ownership and broader decision-making rather than a fundamental change in functional focus. As individuals move upward, the nature of work evolves through scale and impact, while remaining grounded in a familiar domain.

However, vertical movement becomes more constrained when additional oversight responsibilities are introduced that extend beyond specific focus areas. In such cases, progression is less strongly gated by technical capability alone and more dependent on exposure and experience across adjacent activities. Individuals moving into these job roles are required to integrate perspectives across teams, functions or operational areas, necessitating an understanding of how parts of the organisation interact.

WHEN VERTICAL PROGRESSION REQUIRES BROADER EXPOSURE

Processing Operations covers end-to-end activities required to run a hub, including machinery and equipment upkeep, safety oversight and operational flow. The cluster comprises a mix of operational, technical and supervisory job roles, performing distinct functions at the execution level.

Postal and Courier: Middle Mile Segment

Processing Operations Cluster

L3	Hub Manager		
L2	Hub Supervisor		
L1	Hub Operator	Machineries and Maintenance Technician	Safety Officer

For either of the L1 job roles to move upwards to Hub Supervisor, they would need exposure on the various other L1 scopes beforehand

At L1, job roles perform different functions within operations, reflecting differences in day-to-day responsibilities. As progression moves into L2, work shifts from execution to oversight, requiring an understanding of how different parts of operations interact rather than the ability to perform tasks. This understanding prior to vertical movement is typically developed through exposure mechanisms such as job rotations, shadowing or knowledge transfers.

This requirement commonly arises in operational settings, such as processing hubs, where performance depends on the coordination of people, equipment, safety and workflow. In such environments, vertical progression is supported by exposure to adjacent functions, enabling individuals to make informed decisions across operations rather than within single areas of work.

While vertical mobility represents the most common pathway for progression within clusters, career movement is not limited to upward progression alone. Horizontal mobility also plays a role, particularly in enabling skill breadth, exposure to other focus areas, and flexibility in job role transitions within clusters.

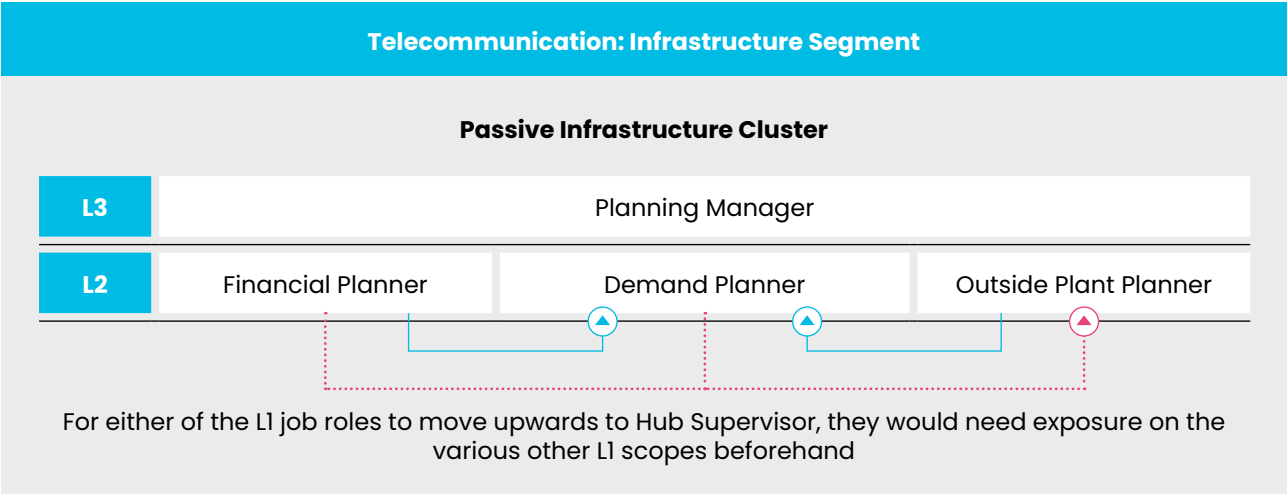
Horizontal movement within clusters is generally possible, particularly at entry and junior levels where job roles tend to share a strong overlap in foundational skills and operational responsibilities. At these levels, individuals are often able to move laterally by developing adjacent skills or domain knowledge through on-the-job experience, given the similarity in work context and expectations across job roles. Horizontal movement in this sense reflects flexibility within a shared functional space, rather than a shift into an entirely new area of work.

However, the extent to which horizontal movement is feasible varies depending on how job roles are differentiated by skill and knowledge requirements. In some domains, particularly those that are highly specialised or technical in nature, job roles are more strongly skill- or knowledge-gated. Movement into such job roles may require formal training, certifications, or sustained depth of expertise that cannot be readily acquired through informal exposure alone. As a result, horizontal mobility within a cluster may be uneven, with some job roles more permeable than others despite sitting within the same functional grouping.



WHEN HORIZONTAL MOVEMENT BECOMES KNOWLEDGE-DEPENDENT

Passive Infrastructure comprises planning job roles with distinct future skill foundations, spanning financial, demand and engineering-focused responsibilities. While these job roles operate within the same functional cluster, the feasibility of horizontal movement varies based on the extent to which skills and knowledge are transferable.



Within this cluster, movement into a job role such as Demand Planner is generally feasible from adjacent planning job roles, as the job role integrates inputs across financial, capacity, and infrastructure considerations. In contrast, movement into an engineering -centric job role such as Outside Plant Planner is not feasible, as this position requires foundational technical and engineering knowledge that cannot be readily acquired through informal exposure or upskilling. As a result, some job roles more permeable than others despite their functional proximity.

This pattern is most observed in clusters where job roles share a common focus but differ significantly in professional or technical foundations.

These patterns of within-cluster mobility are observed across all three C&M subsectors analysed. However, in practice, job roles within the same cluster may sit across different departments, reporting lines or operating models, which can influence how both horizontal and vertical movement occur. These pathways should therefore be interpreted as indicative progression and not prescriptive routes that apply uniformly across all organisations.



For job roles to cross over clusters or segments, there are sector-specific conditions and requirements

In practice, movement across clusters or segments tends to occur less frequently and predictably than within clusters. Such moves often arise in response to operational needs, evolving job role requirements or capability gaps, rather than a standard career trajectory. As a result, cross-cluster and cross-segment mobility is typically situational and context-driven, rather than a routine or expected form of progression.

The feasibility of cross-cluster and cross-segment movement is shaped by sector-specific conditions that extend beyond job role similarity or job level. These include how work is organised within each subsector, the degree of operational overlap between job roles, the portability of future skills, and the presence of specialised technical or regulatory requirements. Consequently, patterns of mobility vary meaningfully by each subsector, reflecting differences in how job roles, future skills, and accountabilities are structured.

TELECOMMUNICATION

Within telecommunication, mobility within segments is strongly shaped by depth and type of technical specialisation. In segments such as Infrastructure and Services, job roles are differentiated by distinct engineering domains that require specific technical training and professional grounding.

Within Infrastructure, passive and active domains operate under different technical foundations. Passive infrastructure job roles, such as structural or fibre optic engineers, are grounded in civil and structural engineering principles and focus on physical network build. Active infrastructure job roles, including access and core network engineers, manage radio networks and signal processing. Although these job roles sit within the same segment, they require fundamentally different competencies and, potentially certifications. As a result, mobility between passive and active infrastructure clusters is limited and typically requires substantial reskilling, which is not commonly observed in practice.

In contrast, segments such as Customer and Support exhibit relatively higher mobility within the segment, as job roles are less anchored in highly specialised technical domains. Greater skill portability and lower technical certification barriers enable movement across adjacent clusters within these segments.

WITHIN SEGMENT MOBILITY

Commonly observed mobility scenarios across clusters within segments:

Infrastructure Segment

Passive Infrastructure (19 job roles)	Data Centre (10 job roles)	Submarine Network (8 job roles)	Satellite Network (14 job roles)
Access Network (10 job roles)	Core Network (6 job roles)	Transmission Network (3 job roles)	Network Operations and Management (11 job roles)

Constrained Mobility:

Typically requires substantial reskilling / certifications and not commonly observed in practice.

Customer Segment

Sales Management (11 job roles)	Marketing Management (9 job roles)	Customer Services and Support (13 job roles)
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High Mobility:

Greater skill transferability and no certification barriers.

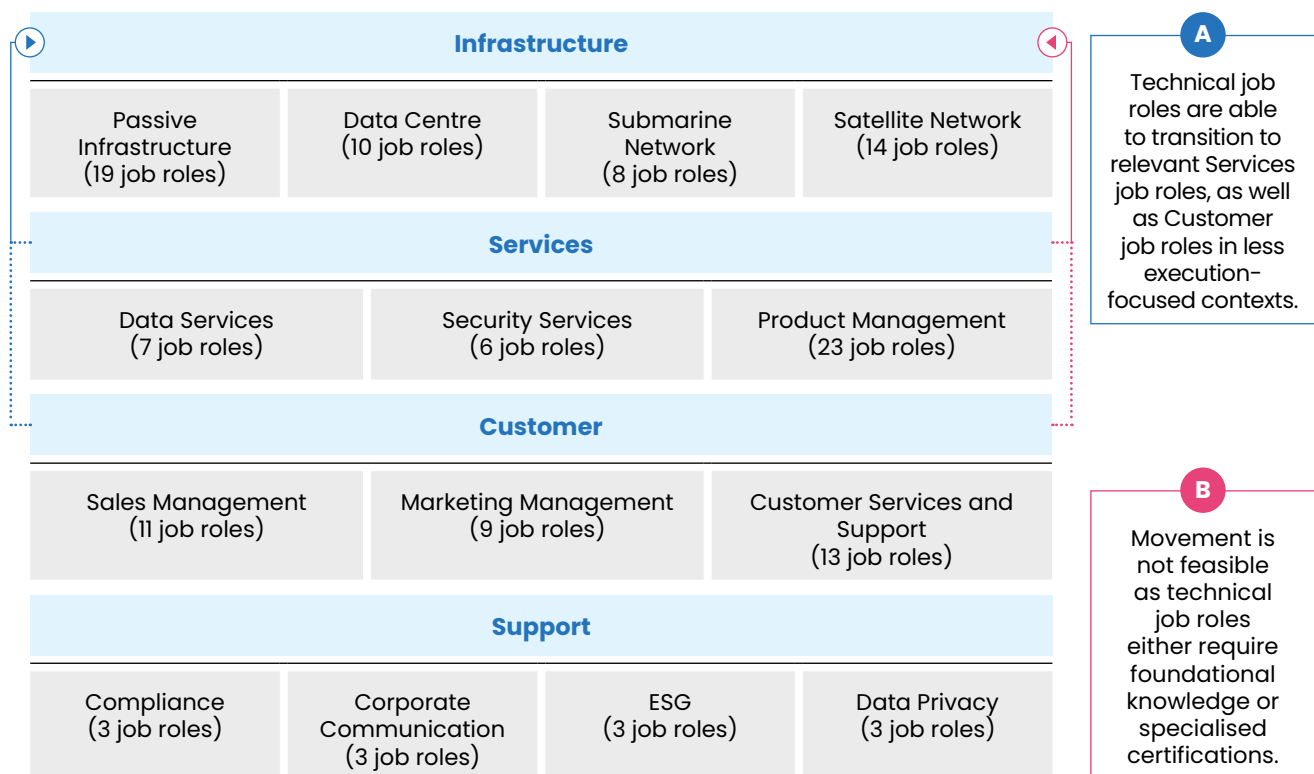
Across segments within telecommunication, mobility is influenced by the transferability of technical and functional skills. Movement is most feasible where job roles share adjacent competencies and domain familiarity, even if they sit in different segments.

Technical job roles, particularly those with strong foundational engineering or analytical capabilities, may transition into broader operational, service or customer-oriented job roles where these foundational skills remain applicable. For example, network engineers may move into technical sales, product management or performance oversight job roles, leveraging their technical understanding in less execution-focused contexts.

However, movement in the reverse direction (from non-technical segments into highly specialised engineering domains) is more constrained. Infrastructure and advanced technical job roles require specific certifications, domain expertise and hands-on technical capability that cannot be readily acquired through adjacent experience alone. As such, cross-segment mobility within telecommunication tends to be directional, enabled by transferable foundational skills but limited by specialised technical barriers.

WITHIN SUBSECTOR MOBILITY

Commonly observed mobility scenarios across segments:



BROADCASTING

Mobility within segments is generally fluid, particularly between job roles within the same segment. In the Production segment, functions share closely related skillsets and workflows, enabling movement across adjacent job roles with relatively minimal friction. Individuals often transition between these job roles as they build experience, as the underlying capabilities, such as production coordination, scheduling, and creative design, remain closely aligned. A similar pattern is observed within the Technical segment, where technical job roles can shift across adjacent functions where core engineering and broadcast system knowledge overlaps. However, mobility becomes slightly more constrained in areas such as transmission or Radio Frequency (RF) engineering, where greater domain expertise is required. For example, a lighting technician would not typically transition into a broadcast RF engineering job role without substantial technical retraining.

In contrast, mobility within the Support segment is considered the most constrained. While support functions collectively serve to enable operations and ensure governance, job roles such as Regulatory, Governance, Compliance and Operations Support are built on different capability bases. These job roles require distinct professional knowledge and are not readily interchangeable, resulting in lower internal mobility within this segment.

WITHIN SEGMENT MOBILITY

Commonly observed mobility scenarios across clusters within segments:

Production

Content Production & Programming
(32 job roles)

Creative and Design
(13 job roles)

Post-Production and Editing
(15 job roles)

High Mobility:

Able to transition and build experience via on-the-job learning.

Technical

Technical Crew
(15 job roles)

Technical Operations and Transmissions
(21 job roles)

Platform Operations
(7 job roles)

Project Management
(5 job roles)

Constrained Mobility:

While highly feasible in most cases, in some cases where job roles require distinct foundational knowledge, transition may be less realistic.

Sales and Advertising

Sales Strategy and Revenue Planning
(7 job roles)

Sponsorships & Brand Integration
(11 job roles)

Creative Content Development
(3 job roles)

Ad Operations and Scheduling
(3 job roles)

Support

Operations Support
(6 job roles)

Regulatory, Governance and Compliance
(8 job roles)

Content Services
(7 job roles)

Limited Mobility:

Despite sharing a common functional goal, these clusters require vastly different skillsets.

Across segments, broadcasting roles exhibit strong mobility into Production and Sales & Advertising functions, which act as relatively absorptive domains. Roles from across the sector can transition into these areas where coordination, stakeholder management, or commercial capabilities are transferable.

Movement becomes more limited when crossing into Technical or Regulatory and Compliance segments. These roles rely on fundamentally different capability foundations, including broadcast engineering principles, signal transmission systems, or structured regulatory knowledge. The constraint is not driven by formal barriers, but by the specialised expertise required. As a result, while Broadcasting demonstrates strong internal mobility, transitions into specialist technical or regulatory domains are capability-gated rather than progression-based.

WITHIN SUBSECTOR MOBILITY

Commonly observed mobility scenarios across segments:

A	Production			
	Content Production & Programming (32 job roles)	Creative and Design (13 job roles)	Post-Production and Editing (15 job roles)	
B	Technical			
	Technical Crew (15 job roles)	Technical Operations and Transmissions (21 job roles)	Platform Operations (7 job roles)	Project Management (5 job roles)
A	Sales and Advertising			
	Sales Strategy and Revenue Planning (7 job roles)	Sponsorships and Brand Integration (11 job roles)	Creative Content Development (3 job roles)	Ad Operations and Scheduling (3 job roles)
B	Support			
	Operations Support (6 job roles)	Regulatory, Governance and Compliance (8 job roles)	Content Services (7 job roles)	

A

Roles from other segments are able to transition to here due to ease of upskilling in these areas.

B

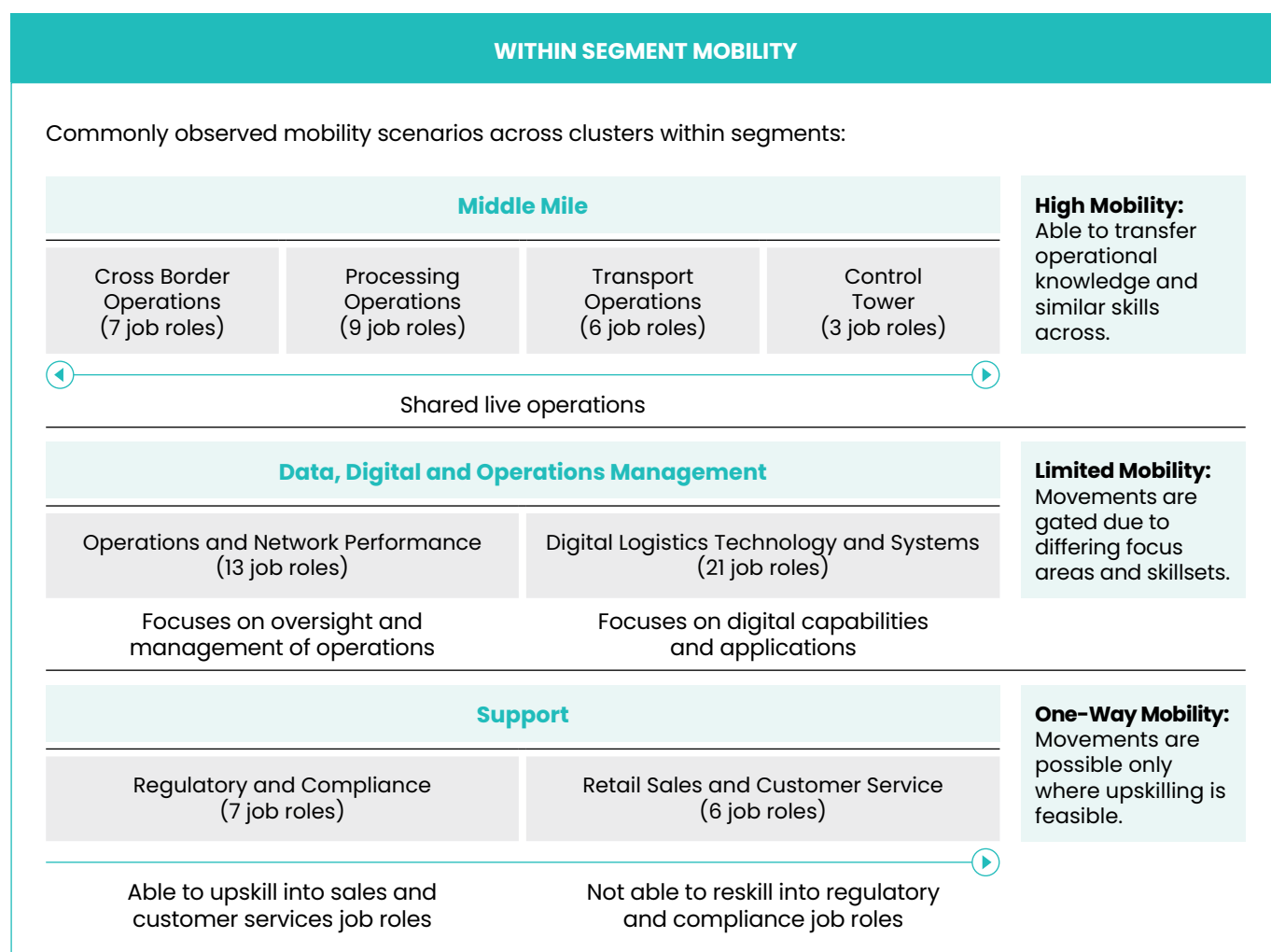
Movement is more limited going into these segments as they require different skillsets that are specialised.

POSTAL AND COURIER

Within segments, mobility is highest where clusters are embedded in live, end-to-end operations. First Mile, Middle Mile and Last Mile segments operate along a continuous delivery chain, sharing common service pressures, volume variability, and execution constraints. Because these job roles are exposed to similar operational realities, movement across clusters within the same segment is largely enabled by a shared understanding of how work flows across the system.

This proximity to live operations allows individuals to transfer operational judgement, problem-solving approaches, and situational awareness across clusters. While the specific activities may differ, the underlying logic of decision-making remains consistent, making lateral movement within operational segments more feasible in practice.

In contrast, mobility within a segment becomes more constrained when clusters perform distinct technical or functional job roles. Clusters within Data, Digital and Operations Management operate under a different work logic; one more focused on data analytics and operations enablement, while the other focuses on digital capabilities to unlock efficiency across operations. As a result, movement across these clusters is limited due to specialised skills and foundational knowledge, limiting mobility despite functional proximity.

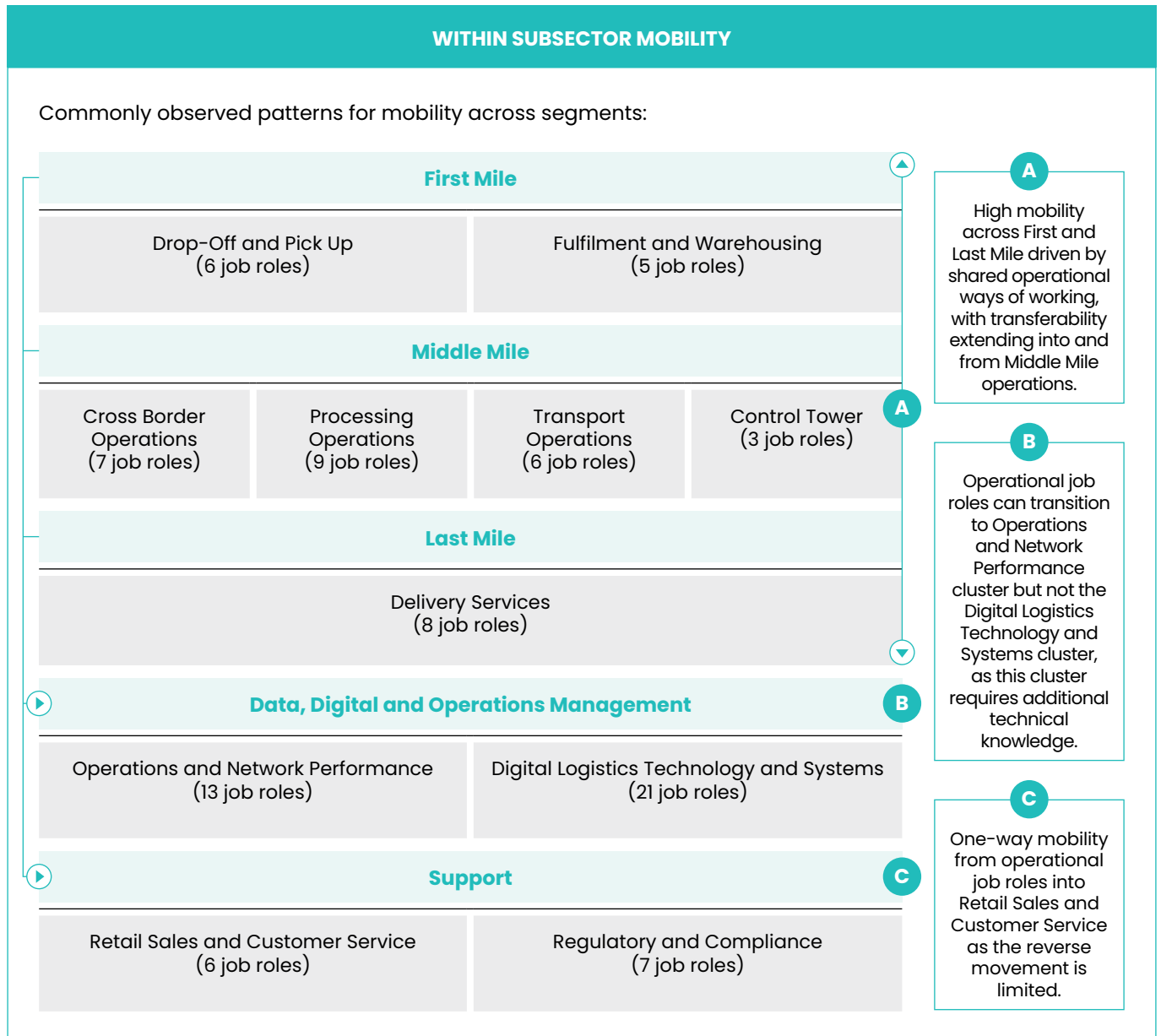


Unlike movement within a segment, which is driven by shared operational context, cross-segment transitions are observed where the underlying skills, ways of working or professional foundations remain relevant despite differences in job role focus.

Across segments, mobility is most commonly seen where job roles share similar ways of working, such as planning, coordination, analysis, or customer interaction, even when they sit in different parts of the subsector. In these cases, individuals are able to carry forward transferable skills, such as analytical reasoning, stakeholder coordination or

performance management, while acquiring new domain context specific to the receiving segment. These transitions are therefore enabled by skill portability rather than by familiarity with a particular operational environment.

However, cross-segment mobility becomes constrained when movement involves clusters underpinned by specialised technical, digital or regulatory expertise. Clusters such as Digital Logistics Technology and Systems or Regulatory and Compliance operate on different foundations, requiring formal training, technical depth, or statutory knowledge that cannot be readily acquired through exposure or adjacent experience alone. As a result, mobility across segments is uneven and directional, occurring primarily where skill foundations align and remaining limited where job roles are anchored in specialised or regulated domains.



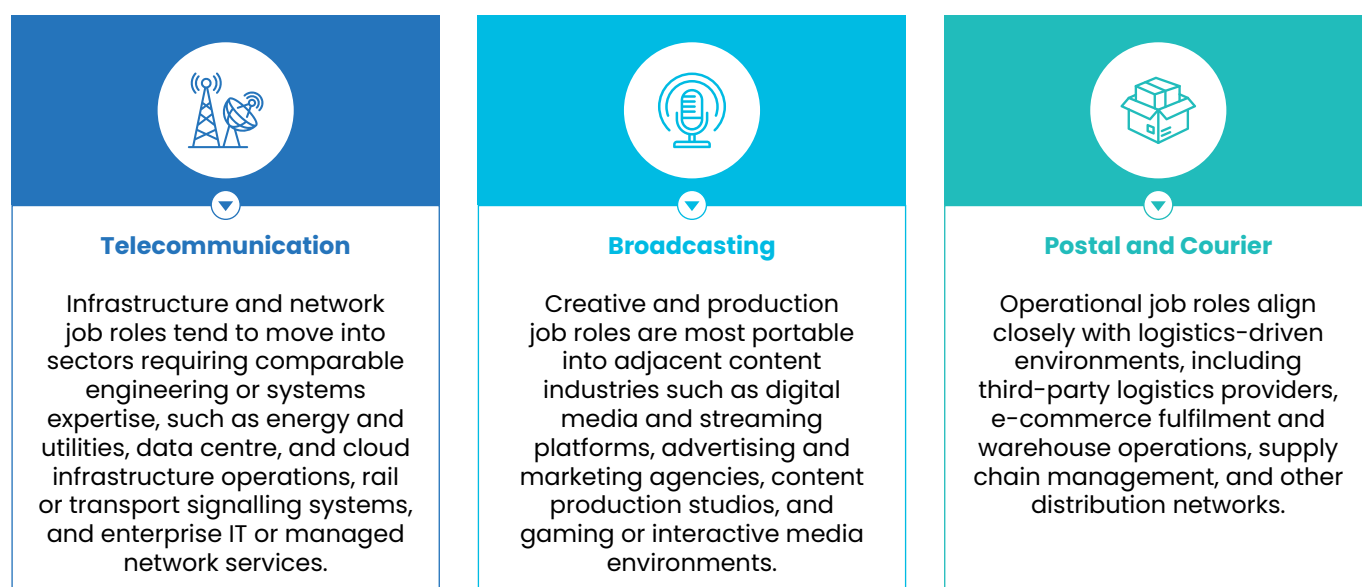


For job roles to cross over to other sectors, sectors with job roles that have similar functional scope should be considered

Cross-sector movement is rarely driven by industry similarity alone. In practice, individuals transition to other sectors when their core responsibilities remain relevant, even if the broader industry context changes. A network engineer may move into another infrastructure-based industry, an operations lead may join a logistics provider, and a marketing or customer service professional may enter a completely different sector with similar functional demands.

Across the C&M sector, cross-sector mobility broadly follows two patterns. Certain job roles are relatively sector-agnostic, particularly those grounded in transferable functional capabilities such as marketing, customer service, commercial management, or general regulatory administration. These job roles can transition across a wide range of industries where similar functional needs exist, regardless of sector or subsector context, as this knowledge can be acquired on the job.

In contrast, other job roles are more sector-anchored, shaped by specialised technical, operational, or domain-specific knowledge. The nature of outward mobility therefore differs across the three C&M subsectors:



In each case, cross-sector movement is feasible where functional scope and capability foundations align, but remains limited where job roles are deeply embedded in sector-specific knowledge.

This has important implications for the C&M workforce as a whole. Workforce mobility reflects broader labour market demand, with job roles that possess highly transferable functional scope facing stronger cross-sector pull and potentially higher attrition risk. Conversely, job roles grounded in specialised sector-specific knowledge are relatively more contained. Understanding these patterns is therefore critical for anticipating talent attraction and retention dynamics, prioritising upskilling efforts, and strengthening workforce resilience across the C&M sector.

The image features a teal-toned background with silhouettes of several business professionals standing in a modern office or lounge area. They are positioned in front of large glass windows that offer a view of a city skyline at night. The silhouettes are dark against the lighter teal background. The overall mood is professional and forward-looking.

SECTION 5:

MOVING FORWARD

CURRENT STATE OF UPSKILLING ACROSS THE C&M SECTOR

The preceding chapters outlined job roles, future skills and career mobility options required to support the future development of the C&M workforce. A consistent finding across these areas is that upskilling is central to enabling employees to perform in their job roles, acquire future skills and transition within or across sectors.

Upskilling refers to the continuous development of the technical, digital and operational competencies that underpin effective performance in modern service environments. At a subsector level, upskilling functions as a foundational mechanism for maintaining workforce relevance, ensuring consistent execution of core tasks, and supporting the adoption of new operational standards as industry requirements shift.

Across the C&M sector, upskilling is delivered through a combination of structured training programmes, digital learning platforms, certification-based courses, and on-the-job development. These channels are used to provide foundational technical knowledge, support the adoption of new technologies, and offer pathways for performance improvement and career progression. For employers, these efforts are tied to operational efficiency, service quality, and meeting technological demands. For employees, they support relevance, mobility, and access to higher-value job roles.

In practice, this reflects the intended function of an upskilling approach. However, input gathered from industry players across telecommunication, broadcasting, and postal and courier indicates that several constraints, such as highly time-bound service delivery, dispersed field-based workforces, legacy systems, and variability in shift-based operations, continue to limit the overall effectiveness of upskilling. Although training and development initiatives are actively implemented, the conditions under which learning occurs often reduce its practical impact.

A clear understanding of existing upskilling practices, including their limitations, is essential for ensuring that the FSF is applied effectively. By recognising gaps that constrain learning today, stakeholders can design targeted interventions that strengthen workforce capability and support the sector's transition toward future-ready job roles.

In telecommunication, the gap begins with the nature of training design. Much of the content is theoretical or delivered through self-paced e-learning, resulting in learning that occurs without meaningful hands-on practice. These formats are efficient to administer, but they offer limited value in operational environments where performance depends on hands-on problem solving, real-time troubleshooting, and exposure to live systems. The result is a disconnect between learning effort and learning impact. Employees accumulate

training hours, yet their day-to-day capability shifts only marginally because the training does not describe practical examples in day-to-day work. This challenge is reinforced by workload. Telecommunication teams carry heavy operational responsibilities, which compress the time available for structured learning. Training becomes something they complete because it is required, not because it enables improvement. Under these conditions, even well-designed programmes struggle to deliver meaningful skill growth.

National concerns about job-readiness and practical exposure in Telco-relevant skills



The 2025 report “Malaysia’s Digital Future at Risk” emphasises that Malaysia faces a persistent skills shortage, with graduates “not transitioning into the digital economy at the pace required,” signalling misalignment between training content and actual workplace needs. This indicates that training frameworks are still heavily conceptual, leaving workers insufficiently prepared for the applied, high-stakes technical work in networks, systems operations, and infrastructure deployment.

Source: TheVibes. Malaysia’s digital future at risk as talent gaps, legacy systems and cyber threats persist.

Broadcasting faces a similar set of constraints, though for different reasons. Production cycles dictate the rhythm of work and schedules leave little room for structured capability building. Training, when it is offered, often resembles the theoretical formats seen in telecommunication. As the industry transitions to digital workflows, cloud-based production and more complex content pipelines, workers need exposure that goes beyond e-learning modules. Yet the pace and structure of production make this difficult to achieve. The subsector is also shaped by its workforce model. With a significant share of workers operating on freelance or project-based arrangements organisations hesitate to invest in long-term development when talent may not stay. Workers, in turn, navigate career paths with uneven access to learning and limited institutional support. The result is a fragmented development landscape where capability depth varies widely and does not always align with the technical demands of modern production.

Upskilling that needs to keep pace with accelerating digital transformation in Broadcasting



A 2025 qualitative study on Malaysian television stations examined how RTM, Media Prima and Astro are managing the shift to multi-platform digital broadcasting. The study found that stations face significant challenges implementing digital workflows because production schedules dominate daily operations, leaving limited time for structured skills development. Training remains largely reactive and fragmented, with a dependence on theoretical or ad-hoc learning rather than sustained, hands-on upskilling aligned with new digital tools. The study also highlighted that the sector's reliance on short-term project staffing and contract workers further reduces organisational incentives for long-term development investment.

Source: *International Journal of Research and Innovation in Social Sciences. The Role of Digital Transformation in Shaping Broadcasting Management Practices in Malaysia TV Stations.*

In the postal and courier subsector, the core upskilling challenge arises at a foundational level. As operations become increasingly digitised, frontline employees are required to use new tools, interpret system information, and work within technology-enabled processes. However, many employees lack the basic digital fluency needed to adopt these tools effectively. Although this is often described as resistance to change, industry feedback indicates that the underlying issue is a capability gap rather than unwillingness, which limits the sector's ability to fully leverage digitalisation. Meanwhile, office-based job roles involving communication, coordination, and customer interaction face a parallel challenge. These positions increasingly require broader business awareness and analytical skills to respond to more complex service demands and data-driven workflows. Current training structures have not sufficiently supported the development of these competencies, resulting in skill gaps that affect decision-making, service quality and operational coordination. Another constraint relates to legacy operational systems, which are complex and unintuitive, resulting in training content that feels largely theoretical and insufficiently connected to real operational tasks. Together, these factors weaken the impact of upskilling efforts and slow the sector's ability to adopt more digital, efficient ways of working.

Automation upgrades highlight the need for practical, job-embedded upskilling



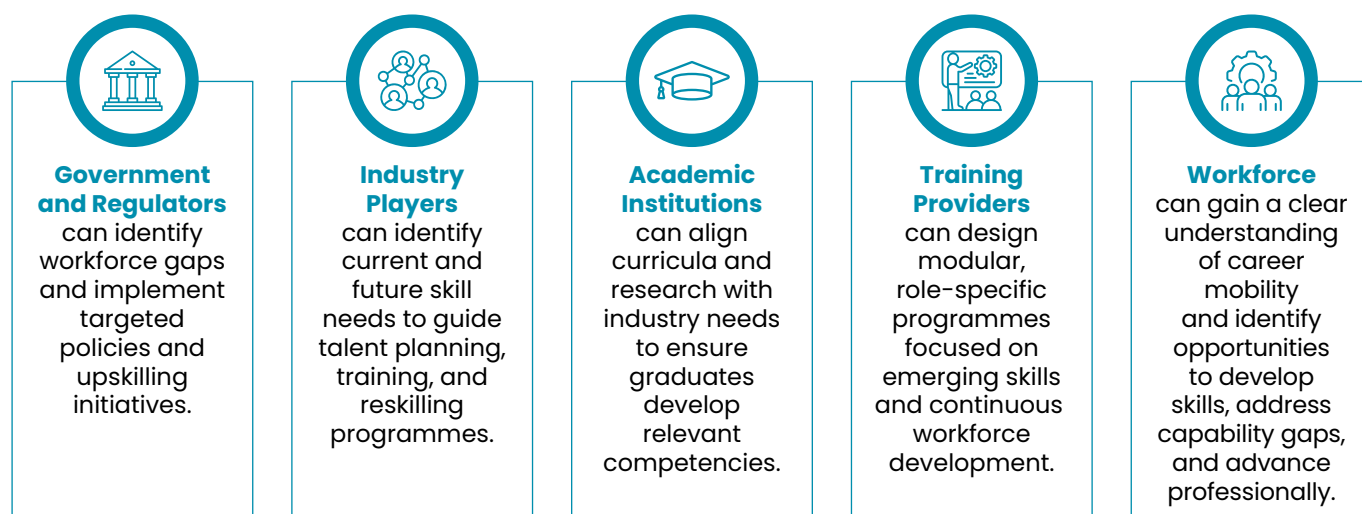
At the launch of SPX Express's Bukit Raja Selatan automated sorting centre, the Communications Minister urged operators to set up TVET-style programmes to equip staff for new systems and engineering job roles, underscoring that technology adoption is outpacing frontline skills and that hands-on training is required beyond classroom modules. As such, capability building must shift from theoretical courses to system-specific, on-the-floor training to unlock productivity gains from automation and any other new technology embedment.

Across all three subsectors, it is clear that upskilling is actively taking place, but the full potential of these efforts is not consistently realised due to structural, operational, and contextual constraints. The FSF does not directly resolve these challenges; its role is to provide a coherent, sector-specific articulation of the skills and capabilities required for future job roles. By offering clarity on what must be developed, the framework enables organisations, training providers, and policymakers to design interventions that are better aligned with actual workforce needs. The effectiveness of upskilling will ultimately depend on how stakeholders operationalise the FSF within their respective environments; adapting delivery methods, strengthening learning application, and addressing the constraints that shape day-to-day work.

Source: *MalayMail. Malaysia's courier market projected to reach RM6.9b this year, says Fahmi.*

OPERATIONALISING THE C&M FUTURE SKILLS FRAMEWORK

With the C&M sector's workforce requirements, covering job roles, future skills and career mobility options, now established and the realities of current upskilling practices understood, the next step is to apply these insights in a structured manner. This section outlines how stakeholders can operationalise the FSF within their respective contexts to guide training priorities, align programme design, and support more effective capability development across the C&M sector.



Government and Regulators

Government and Regulators can use the FSF to set clearer priorities for workforce development across the C&M sector. The framework provides a structured view of the capabilities required for future job roles, enabling policymakers to identify areas where targeted support or policy intervention would have the greatest impact. By aligning regulatory levers with the job roles and future skills articulated in the FSF, the government can create conditions that enable organisations to plan and deliver relevant upskilling.

Using a shared reference point also supports greater coherence across the system. When policy directions, workforce programmes, and education pathways draw on the same unified framework, training providers and employers are better able to coordinate their efforts, while the workforce has greater clarity on future skill expectations. While multiple policy approaches are possible, the common theme is alignment: ensuring that public resources and regulatory mechanisms reinforce the capabilities needed for the sector's long-term competitiveness.

CASE STUDY

SkillsFuture Singapore

SKILLSfuture SG

Jobs-SkillsPortal | SKILLSfuture SG

Home Insights Frameworks Data and Tools Topics Engage Us About Us

Navigate Skills Frameworks with Ease

Use the Interactive Tool to search, explore and understand Skills Frameworks information more easily.

Try It Now

Search across 38 sectors

Job Role

TSC & CCS

Unique Skills

NEW TOOL

The Job-Skills portal is a common reference for all users to explore job roles, skills and career pathways

Singapore's Skills Frameworks (under the national SkillsFuture movement) demonstrate how a government-developed skills reference can guide workforce development across sectors. These frameworks are co-created with employers, industry associations, unions, and government agencies and they provide structured descriptions of job roles, skills, and training pathways across more than 38 sectors.

The SkillsFuture movement uses the frameworks to direct national investments toward priority skills. Government-supported training programmes reach approximately 500,000 individuals annually, and employer participation in training doubled from 12,000 to 24,000 companies between 2018 and 2024, demonstrating the effectiveness of policy-driven incentives tied to a common skills reference. This alignment ensures that subsidies and incentives support the capabilities the government deems critical for economic competitiveness.

Source: Ethos Issue 29. *The Evolving SkillsFuture Movement: A Decade of Workforce Transformation.*



Industry Players

Industry players can use the FSF as a reference to align internal workforce structures with sector-wide expectations. Given that organisations often define job roles and skills differently, the framework provides a baseline for standardisation without removing organisational flexibility. Using this baseline, companies can assess their current workforce against clearly articulated sector job roles and future skills.

Applying the FSF allows employers to identify skill gaps within their existing workforce by mapping employees' current capabilities against the future skills associated with each job role. The same mapping also helps organisations identify job roles they do not currently have but may require to support future operating models or technology adoption. The FSF's structured view of career mobility options enables companies to refine internal mobility options by identifying progression routes and adjacent job roles that employees could transition into with targeted development.

The framework also supports more focused upskilling. By clarifying the specific skills that matter for each job role, organisations can design training plans that minimise unnecessary learning, which is particularly important where operational demands limit the time available for upskilling. This helps avoid broad or unfocused training and ensures that learning effort is directed toward skills that directly support job performance and organisational priorities.

For employers, the benefit is a more deliberate and efficient approach to workforce development: clearer capability requirements, reduced duplication in training, and a stronger link between upskilling investment and operational results. The common theme is alignment; using a shared, sector-validated structure to inform workforce planning, capability development and talent decisions.

CASE STUDY



LUXASIA

Restructuring Career Progression

Challenges Faced:

- No structured career progression, impacting retention.
- Role expectations were not clear, with development conversations reported as inconsistent.
- Training lacked focus on job role-specific capabilities and pathways.

Implementation Strategy Leveraging Singapore SkillsFuture:

- Role redesign: Clarified job expectations for beauty advisors and elevated higher-value responsibilities.
- Targeted upskilling: Enrolled 14 advisors in intensive on-the-job training aligned with job roles.
- Capability building: Established an internal champion network to cascade job role standards & peer training.
- Career pathways defined: Formalised progression from Beauty Advisor → Specialist → Team Lead.

Results & Impact:

- ✓ Engagement: Clearer job roles and enriched responsibilities improved job satisfaction.
- ✓ Retention: Structured career planning increased long-term commitment.
- ✓ Scalability: Champion model enabled rapid knowledge transfer across 150+ staff.

This case demonstrates how an organisation can use a structured reference for job roles and skills to bring clarity to workforce expectations, identify capability gaps, and formalise career pathways.



Academic Institutions

Academic institutions can use the FSF to align their programmes more closely with sector expectations. The framework provides a clear articulation of the skills required for each job role and, critically, the type of work these skills are applied to. This enables institutions to review their curricula, assignments, and assessment methods against industry-validated requirements, ensuring that what is taught reflects both technical knowledge and the practical tasks graduates will be expected to perform. Given that academic institutions typically operate with longer curriculum development and approval cycles, the FSF also serves as a forward-looking reference point. Its five-year horizon, sector trends and in-demand future skills allow institutions to plan adjustments that will benefit incoming cohorts rather than only immediate graduates.

By referencing the FSF, institutions can also identify where new modules, revised learning outcomes, or applied learning components may be necessary to strengthen industry relevance. This alignment supports the integration of real-world tasks into teaching such as scenario-based work, job role-specific projects, or industry-contextualised assessments—helping students develop competencies that translate directly into workplace performance. In parallel, while curriculum changes are in progress, institutions can already use the FSF within their career counselling services to help students understand job role expectations, sector opportunities and the prospects of entering any of the three subsectors.

For learners, the benefit is greater preparedness upon entering the workforce. Graduates are better equipped to meet job role expectations from the outset, reducing onboarding time and enabling smoother transitions into employment. For academic institutions, the advantage is twofold: programmes become more responsive to sector needs, and relationships with industry stakeholders are strengthened through clearer alignment of outputs with workforce demands.

CASE STUDY



Singapore Polytechnic

Singapore's polytechnics leverage SkillsFuture's Skills Frameworks to shift from purely theory-based education to applied, industry-aligned training.

Approach

- Aligned curricula with industry-validated competencies listed in the Skills Frameworks.
- Redesigned assignments and assessments to reflect real-world tasks and sector scenarios.
- Strengthened applied learning pathways, including work-study programmes and industry-embedded modules.
- Built deeper industry partnerships to ensure courses map to current job roles and future skills.

Results & Impact:

- ✓ Students graduated with stronger applied skills, enabling smoother transition into work. This has also reduced onboarding gaps as graduates were better prepared for specific job tasks.

This example shows how a common skills framework enables academic institutions to align curriculum and assessment with industry expectations.



Training Providers

Training providers can use the FSF to align their programmes to the specific job roles and key tasks that define work across the C&M sector. Rather than delivering skills in isolation, the framework enables providers to design modules that reflect how future skills are applied in actual job roles, ensuring that learning is context-relevant and directly transferable to the workplace. It is also important to recognise that training providers operate as businesses rather than academic institutions, so their decisions about which skills to emphasise are influenced not only by pedagogy, but also by commercial viability.

By referencing the FSF's job role definitions and skill requirements, providers can structure training around the capabilities employees must demonstrate in practice. This supports the development of programmes and assessments that mirror operational realities, making training more targeted and increasing its usefulness to both learners and employers. Because providers must prioritise offerings that can sustainably attract enrolment and generate revenue, the FSF gives them clearer signals about where market demand is strongest and where investment is justified. The framework also highlights areas where subsector-specific training is limited or where demand is expected to grow, helping providers identify opportunities to expand or refine their offerings in line with workforce needs.

For training providers, the value lies in being able to deliver content that is more precise, more aligned to employer expectations, and more clearly linked to career progression within the sector. This strengthens the relevance of training products, improves learner outcomes and positions providers to better meet the future skills demands of the C&M workforce.

CASE STUDY



Training mapped to National Occupational Standards

Sector Skills Councils and training providers in the United Kingdom use UK National Occupational Standards (NOS) to design job role-specific training and assessment that reflect performance criteria and knowledge/understanding for each job. The NOS is consistently maintained under government-endorsed quality criteria and used to shape qualifications, curricula, and in-house training.

What Training Providers Do:

- Map modules to NOS units so each module builds a defined competence tied to work tasks and performance criteria.
- Design assessments as evidence of application (portfolio, observation, task demonstrations) per NOS guidance.
- Use NOS to update offer and fill gaps when standards are revised or new ones are issued for emerging job roles.

Results & Impact:

- ✓ Clear line-of-sight from training to competence against a recognised occupational benchmark, improving employer trust and portability of skills.

This example shows how a common occupational reference can guide training design even without formal enforcement, providing a model for how providers can use the FSF to deliver job role-aligned, workplace-relevant programmes.



Workforce

For the workforce, the FSF provides a structured reference that clarifies what different job roles require, how specific skills are applied in practice, and how individuals can progress within or across subsectors. This clarity enables workers to assess their own capabilities against sector-validated expectations and identify the specific skills needed for their current job role or for job roles they may wish to move into. Instead of relying on informal advice or trial-and-error learning, individuals can use the FSF to pursue development that is directly relevant to job performance.

By understanding the skills associated with adjacent or higher-level job roles, workers are better positioned to plan career moves and make targeted upskilling decisions. This supports more deliberate and informed career development, reduces uncertainty about what employers expect, and helps individuals focus their learning efforts where they will have the most impact.

This results in a more adaptable workforce with clearer visibility of progression pathways and a stronger foundation of transferable skills. When individuals develop skills that are aligned with defined job role requirements, mobility becomes easier, the time needed for on-the-job adjustment decreases, and the sector is better able to respond to changes in

technology and operating models. The FSF in this case acts as a reference that strengthens individual agency while supporting broader workforce resilience.

Taken together, actions outlined for government, industry players, academic institutions, training providers, and the workforce illustrate how the FSF can serve as a reference point for strengthening capability development across the C&M sector.

The framework does not prescribe how each stakeholder must act, nor does it resolve operational constraints on its own; rather, it provides a structured basis for stakeholders to align their decisions with sector-validated job role requirements and skill expectations. When applied within their respective contexts, whether through policy alignment, workforce planning, curriculum design, programme development, or individual career planning, the FSF enables more targeted investment in skills, clearer pathways for progression, and greater consistency between learning and workplace performance.

Its value ultimately depends on how it is operationalised, but used deliberately, the FSF can support a more coordinated, relevant, and future-ready workforce ecosystem for the C&M sector.



OVERVIEW SECTORAL OUTLOOK

Understanding the future trajectory of the C&M sector is essential for anticipating how technological, operational, and market developments will reshape workforce demand. As sectors move toward more digital, automated, and integrated operating models, the nature of work, the configuration of job roles, and the distribution of future skills will continue to evolve. The figure below illustrates how each subsector is expected to evolve over the next 10 to 15 years and the capabilities that will become increasingly important as new technologies reshape business models, delivery systems, and workforce job roles.

Outlook over the next 10 – 15 years		
Sector	Focus Areas	In-demand Skills
Telecommunication 	• Next-generation networks: Automated, software-defined connectivity delivering secure, reliable services at scale • Enterprise-driven digital growth: Programmable networks enabling smart manufacturing, healthcare, transport, and smart cities • Future-ready infrastructure: AI-enabled operations and long-term quantum-safe research strengthening network resilience and national competitiveness	• Next-gen networks & automation • IoT & edge computing integration • Cybersecurity & Satellite Network resilience
Broadcasting 	• Digital & on-demand shift: Linear TV/radio move to digital platforms with streaming/OTT convergence • Data-driven content: AI- and cloud-enabled operations support personalised, targeted, automated content creation • Hybrid & inclusive delivery: Reach urban and rural audiences while ensuring content standards, digital inclusion, and robust national media infrastructure	• Digital & AI-enabled content production • OTT & streaming platform management • Cybersecurity & digital rights management
Postal and Courier 	• Postal and Courier evolution: Mail declines; e-commerce drives automated, platform-based, analytics-led operations • Service focus: Service quality, reliability and ecosystem integration replace low cost as key differentiators • Delivery & market changes: Continuous tech-driven improvements and market diversification to meet evolving consumer needs	• Digital & automated operations • Customer experience & service quality • Cybersecurity & secure transactions

Telecommunication is moving towards programmable, automated, and AI-orchestrated networks. Network functions that used to be hardware bound become software defined. Operations that used to rely on manual configuration shift toward machine assistance and closed loop automation. The reason is simple: demand for secure, low-latency, always-on connectivity keeps rising, and enterprise customers want networks that adapt to their systems in real time, not the other way around. Cloud, edge computing, and the spread of connected devices make static operations untenable. For the workforce, this pushes skills toward network automation, service

orchestration, cloud-native operations, and cyber resilience. Traditional engineering expertise does not disappear, but it is applied through software, data, and AI tools rather than through manual change. The centre of gravity moves from configuring boxes to supervising intelligent systems, interpreting telemetry, validating outcomes, and integrating network capabilities with enterprise platforms.

Broadcasting is consolidating around digital-first content ecosystems that are cloud-based, data-driven, and increasingly AI-enabled. Linear schedules continue to cede ground to streaming, OTT, and short-form formats that demand continuous production and targeted distribution. The drivers are audience behaviour and platform economics. Viewers watch on their own clocks and devices; platforms pay for speed, relevance, and scale. That combination rewards automation in ingest, edit, versioning and delivery and it rewards teams that can use data to decide what to make next and how to package it. The effect on skills is direct. Teams need competence in AI-assisted production pipelines, streaming platform operations, content performance analytics, and digital rights and cybersecurity. Creative judgment remains central, but the workflows around it become more technical. People who can span story, platform, and data will set the pace.

Postal and Courier continues its shift from manual mail handling to automated, analytics-enabled parcel logistics. Mail volumes decline while e-commerce keeps parcel throughput high and customer expectations higher. Competing on price alone is not sustainable; operators must compete on predictable service, visibility, and cost control through automation. The practical result is a network of automated sortation, route optimisation, integrated fulfilment and customer-facing digital touchpoints. This raises demand for systems fluency on the frontline and engineering capability around automated equipment, data, and secure transactions. Service quality skills do not go away; they are augmented by the ability to operate and troubleshoot digital workflows and to use data to fix bottlenecks before they become failures.

It is important to state that the implications are not just a new list of skills to chase. As AI and automation absorb routine, rules-based, or high-volume tasks, job roles themselves change in three patterns. First, some job roles continue in their current form, but fewer people are needed. Manual network configuration, repetitive linear editing, and basic parcel processing are examples. The tasks remain but scale through tools, so headcount concentrates on exceptions and reliability.

Second, a larger set of job roles evolves because key tasks shift to systems. Network engineers spend more time validating AI-driven changes and less time issuing them. Producers focus on supervising automated edit and versioning rather than executing every step. Operations staff manage automated sortation and digital routes instead of moving items step by step. The work becomes oversight, integration, and quality

control, with an emphasis on interpreting data and adjusting the system.

Third, a smaller subset of job roles sunsets when the underlying function is fully displaced. Some physical mail functions, analogue continuity job roles, and purely manual support tasks will phase out as platforms standardise and automate. Even here, the knowledge does not vanish; its application moves. Foundational understanding of networks, storytelling, logistics, and safety remains valuable, but it is exercised through different tools at different points in the workflow.

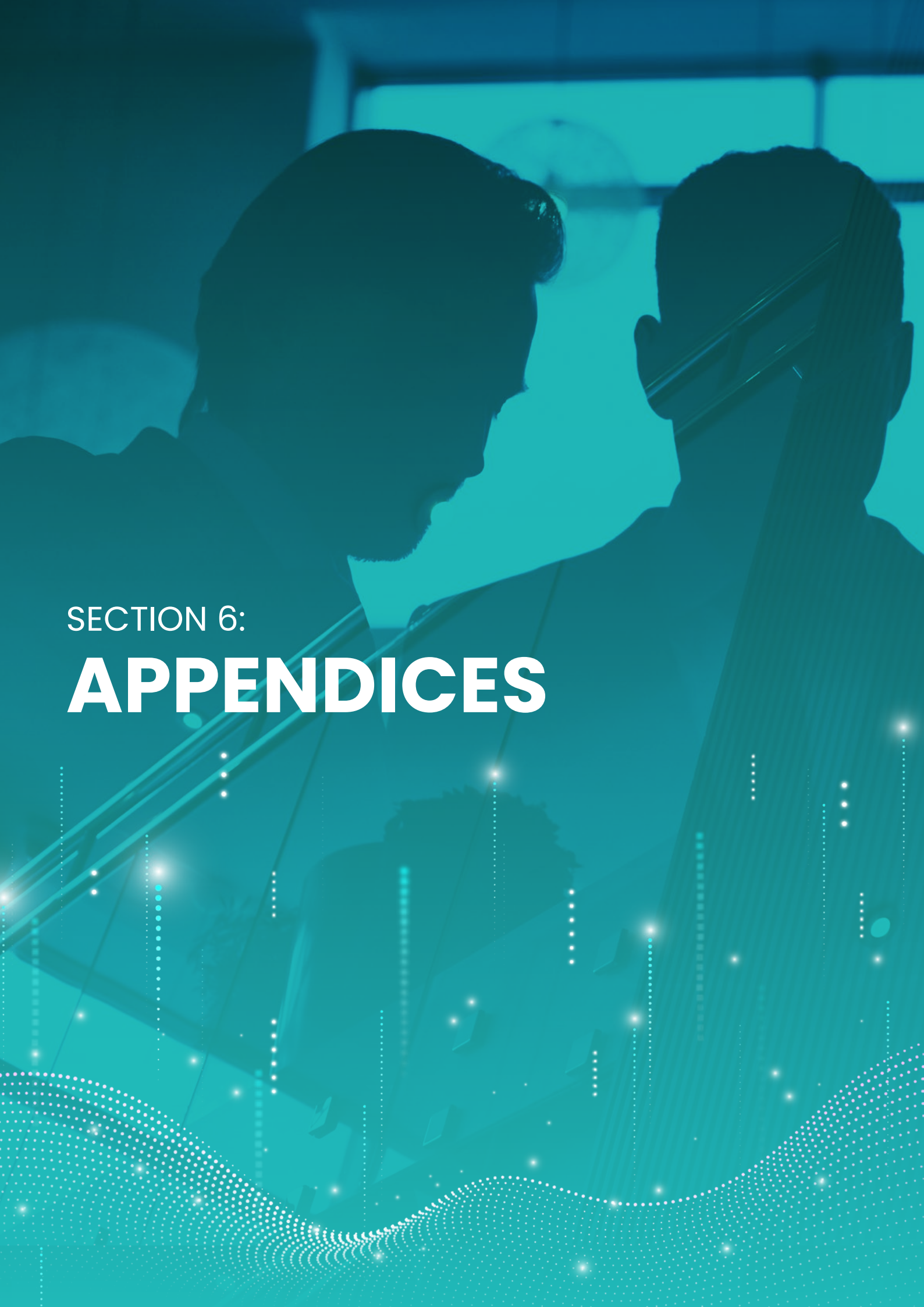
The way forward is clear. Each sector is moving toward more digital, more automated, and more integrated operations because customers, platforms, and cost structures leave no alternative. The workforce impact is a sustained shift from manual execution to system-driven and data-assisted work.

Employers must recognise that digital transformations are most successful when work itself is reconfigured, not just when new tools and technology are introduced. If legacy workflows remain unchanged, automation simply accelerates old processes instead of improving them. This means organisations will need to map where tasks currently sit today, identify which steps can be offloaded to systems, and redesign impacted job roles so humans focus on judgement, exceptions, and integration rather than execution.

In parallel, employers will need to invest in two capability layers: technical literacy for workers to understand and validate what automated systems are doing, and adaptive skills, such as communication, cross-functional problem-solving, and decision-making, required in oversight-heavy environments. The transition will not be clean; hybrid workflows and temporary skill gaps will create friction, and leadership will need to resource and manage this phase proactively, as technology adoption alone will not resolve these challenges.

As such, the workforce response is not to chase an ever-shifting list of technical skills. What matters is building the underlying agility to move with the work as systems absorb more tasks. Power skills that enable problem framing, rapid learning, judgement, communication, and cross-functional collaboration become the differentiators. These skills allow people to adapt as tools change, shift between tasks and roles, and stay productive in system-driven environments. Prime skills still matter, but they rely on this broader capability base that underpins mobility and long-term relevance.

The Future Skills Framework attempts to make this process orderly rather than chaotic by aligning each sector's current state, clarifying job roles and future skills, exploring career mobility options, and describing challenges as well as recommendations. Leveraged effectively, the next 10 to 15 years for the Communications and Multimedia sector are less about keeping up with the latest trends and more about building a workforce that can adapt to an ever-changing landscape.

The background is a solid teal color. In the upper half, there are dark silhouettes of two men's heads and shoulders, facing each other as if looking at a screen. The lower half features abstract digital patterns, including vertical dotted lines, horizontal dotted lines, and a wavy pattern of small white dots at the bottom. The text is white and positioned on the left side.

SECTION 6:

APPENDICES

ACKNOWLEDGEMENTS

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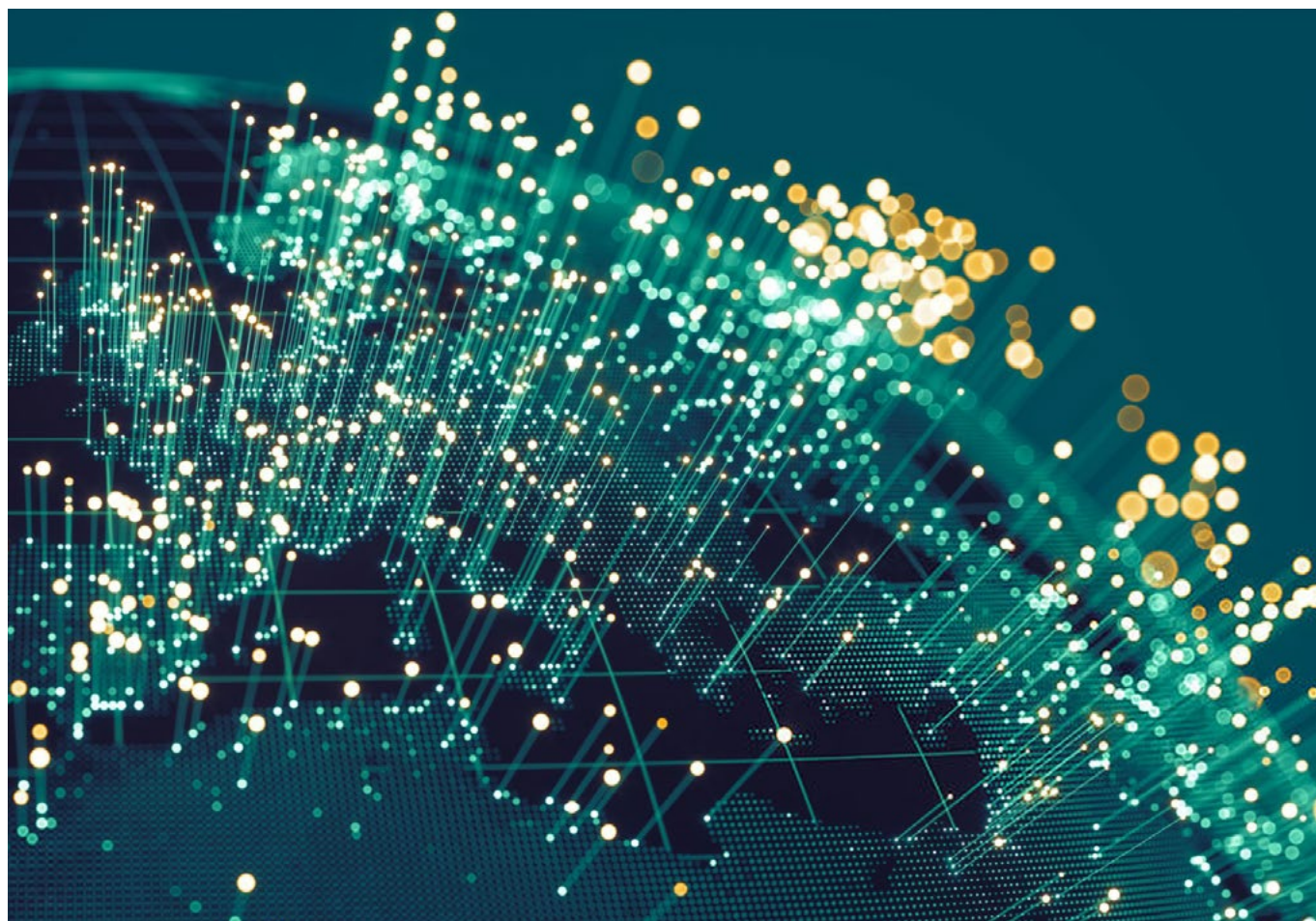
Astro Malaysia Holdings Berhad	MYHANKUKTV Sdn. Bhd.
Awesome Broadcasting Sdn. Bhd.	MYTV Broadcasting Sdn. Bhd.
BERNAMA	POS Malaysia Berhad
BFM Media Sdn. Bhd.	Radio IKIMfm Sdn. Bhd.
CelcomDigi Berhad	Radio Televisyen Malaysia (RTM)
City-Link Express (M) Sdn. Bhd.	Red One Network Sdn. Bhd.
DHL Express (Malaysia) Sdn. Bhd.	Redtone Digital Berhad
EDOTCO Group Sdn. Bhd.	Rev Media Group Sdn. Bhd.
GD Express Sdn. Bhd.	Star Radio Sdn. Bhd.
Huawei Technologies (Malaysia) Sdn. Bhd.	Star RFM Sdn. Bhd.
J&T Express Malaysia Sdn. Bhd.	Teleport Sdn. Bhd.
KEX Express Sdn. Bhd.	TIME dotCom Berhad
Maxis Berhad	Telekom Malaysia Berhad
MEASAT Satellite Systems Sdn. Bhd.	TM Technology Services Sdn. Bhd.
Media Prima Berhad	U Mobile Sdn. Bhd.

ABBREVIATIONS

5.5G	5G Advanced	FTA	Free-to-Air
5G	5 th Generation	FWA	Fixed Wireless Access
5G SA	5 th Generation Standalone	GDEX	GD Express Carrier Berhad
6G	6 th Generation	Gen AI	Generative Artificial Intelligence
AI	Artificial Intelligence	HCF	Hollow Core Fibre
API	Application Programming Interface	HSE	Health, Safety and Environment
AR	Augmented Reality	IPTV	Internet Protocol Television
ARPU	Average Revenue Per User	IoT	Internet of Things
ASRS	Automated Storage and Retrieval Systems	ITU	International Telecommunication Union
BSC	Buyer Self-Collect	JENDELA	Jalanan Digital Negara
BWA	Broadband Wireless Access	LEO	Low-Earth Orbit
C2C	Consumer-to-Consumer	LoC	Letter of Collaboration
CAGR	Compound Annual Growth Rate	MAUs	Monthly Active Users
C&M	Communications and Multimedia	MCMC	Malaysian Communications and Multimedia Commission
CDN	Content Delivery Network	MIMO	Multiple-Input Multiple-Output
CEP	Courier, Express and Parcel	ML	Machine Learning
CPM	Cost Per Thousand Impressions	MMU	Multimedia University
CPPS	Code of Practice for Postal Services	MNO	Mobile Network Operator
DNB	Digital National Berhad	MOCN	Multi-Operator Core Network
EV	Electric Vehicle	MOU	Memorandum of Understanding
eMBB	Enhanced Mobile Broadband	MVNOs	Mobile Virtual Network Operators
FSF	Future Skills Framework	NOC	Network Operations Centre

NTN	Non-Terrestrial Network
OTT	Over-the-Top
POP	Point of Presence
PUDO	Pick-Up Drop-Off
RAN	Radio Access Network
RF	Radio Frequency
RPA	Robotic Process Automation
RTM	Radio Televisyen Malaysia
SaaS	Software as a Service
SBTi	Science Based Targets initiative
SDM	Space Division Multiplexing

SME	Small and Medium Enterprises
SSAI	Server-Side Ad Insertion
SSL	Shopee Supported Logistics
TechCo	Technology-Driven Enterprise
Telco	Telecommunication Company
TM	Telekom Malaysia
VoIP	Voice over Internet Protocol
VR	Virtual Reality
WMS	Warehouse Management Software
XR	Extended Reality



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TELECOMMUNICATION

Customer and Market Insights Analyst



Infrastructure



Services



Support



Customer

Cluster



Customer Services & Support

Job Purpose



Analyse customer data and behaviors to drive strategic decisions.

Key Activities

1. Analyse customer data specific to the telecommunications industry, including usage patterns, service preferences, and satisfaction levels.
2. Utilise advanced analytics and statistical methods to segment customers and predict behaviors such as churn, upsell opportunities, and service adoption.
3. Monitor and assess the impact of telecommunications market trends on customer behavior and expectations.
4. Provide data-driven recommendations to inform customer retention strategies and loyalty programs.

Prime Skills

- | | |
|--|--|
| 1. Artificial Intelligence Application | 7. Emerging Technology Monitoring |
| 2. Big Data Analytics | 8. Market Research and Analytics |
| 3. Customer Behaviour Analysis | 9. Predictive Modelling |
| 4. Customer Experience Management | 10. Product Performance Management |
| 5. Customer Profiling | 11. Prompt Engineering |
| 6. Data Visualisation and Storytelling | 12. Requirements Definition and Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Management • Process Re-engineering • Research and Information Synthesis	N/A - no additional certifications are mandatory for this role

2. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

3. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Product Advisory • Service Excellence	N/A - no additional certifications are mandatory for this role

5. Product Analyst

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Product Advisory • User Research	N/A - no additional certifications are mandatory for this role

6. Data Analyst

Additional Skills:	Additional Certifications:
• Data Governance • Data Wrangling • Statistical Analytics	• Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Experience Executive



Infrastructure



Services



Support



Customer

Cluster



Customer Services & Support

Job Purpose



Support the delivery of exceptional customer experiences by executing customer experience initiatives, analysing feedback, and resolving issues promptly.

Key Activities

1. Support the implementation of customer experience programs, loyalty initiatives, and personalised communication strategies.
2. Assist in executing cross-functional initiatives to address customer pain points and improve service processes.
3. Collect, analyse, and summarise customer feedback, survey results, and interaction metrics.
4. Provide actionable insights for continuous improvement initiatives.
5. Prepare reports and updates on performance metrics to support data-driven decision-making.

Prime Skills

- | | |
|--|--|
| 1. Big Data Analytics | 7. Data Visualisation and Storytelling |
| 2. Budget Management and Cost Management | 8. Process Re-engineering |
| 3. Customer Experience Management | 9. Prompt Engineering |
| 4. Customer Management | 10. Research and Information Synthesis |
| 5. Data Collection and Analytics | 11. System Performance Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Customer Experience Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

2. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

3. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

6. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

9. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

10. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Technical Presentation - Technical Sales Support	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Crisis Communication and Media Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

17. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

18. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Legal and Compliance • Regulatory Affairs • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

21. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Experience Manager



Infrastructure



Services



Support


Customer

Cluster



Customer Services & Support

Job Purpose



Develop and implement strategies to improve customer experience and analyse feedback to enhance satisfaction and loyalty.

Key Activities

1. Develop and implement strategies to enhance the overall customer experience across all touchpoints in the telecommunications service journey.
2. Lead cross-functional initiatives to identify and address customer pain points, streamlining processes to improve satisfaction and loyalty.
3. Analyse customer feedback, survey data, and interaction metrics to gain insights into customer needs and preferences.
4. Design and oversee the execution of customer experience programs, including loyalty rewards, personalised communication and proactive customer service.
5. Monitor and report on customer experience performance, setting KPIs and benchmarks to measure success and drive continuous improvement.
6. Respond to escalated customer issues, providing resolution and feedback to prevent future occurrences.

Prime Skills

- | | |
|--|--|
| 1. Big Data Analytics | 7. People and Performance Management |
| 2. Budget Management and Cost Management | 8. Process Re-engineering |
| 3. Customer Experience Management | 9. Prompt Engineering |
| 4. Customer Management | 10. Research and Information Synthesis |
| 5. Data Collection and Analytics | 11. System Performance Management |
| 6. Data Visualisation and Storytelling | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Customer Relations Manager**

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

2. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

3. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
- Business Environment Analytics - Business Intelligence - Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

4. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

5. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

6. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

8. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Relations Executive			
			
Infrastructure	Services	Support	Customer
Cluster		Customer Services & Support	
Job Purpose		Manage escalated customer issues that frontline cannot resolve.	
Key Activities			
1. Resolve complex complaints and issues escalated from customer service team. 2. Provide personalised support for VIP and high-value customers. 3. Keep customers informed on resolution progress and timelines. 4. Escalate systemic problems to management for process improvement.			
Prime Skills			
1. Complaint Handling and Conflict Resolution		5. Prompt Engineering	
2. Customer Management		6. RCA & Corrective Action (RCCA)	
3. Process Re-engineering		7. Service Excellence	
4. Product Advisory		8. Service Level Management	
Certification(s)			
N/A - no certifications are mandatory for this role			

CAREER MOBILITY OPTIONS

1. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Research and Information Synthesis	N/A - no additional certifications are mandatory for this role

2. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Research and Information Synthesis	N/A - no additional certifications are mandatory for this role

3. Customer Relations Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Executive

Additional Skills:	Additional Certifications:
N/A - no additional skills are required for this career mobility option	N/A - no additional certifications are mandatory for this role

5. Customer Service Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

6. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

9. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

10. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

17. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

18. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Legal and Compliance • Regulatory Affairs • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

21. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Relations Manager



Infrastructure



Services



Support



Customer

Cluster



Customer Services & Support

Job Purpose



Oversee the resolution of complex customer issues and ensure high levels of customer satisfaction.

Key Activities

1. Handle escalated complaints and complex issues from customer service team.
2. Ensure timely and satisfactory resolution for VIP and high-value customers.
3. Build and maintain strong relationships with key customers to enhance loyalty.
4. Collaborate with internal teams to prevent future escalations.

Prime Skills

- | | |
|---|-----------------------------------|
| 1. Complaint Handling and Conflict Resolution | 6. Prompt Engineering |
| 2. Customer Management | 7. RCA & Corrective Action (RCCA) |
| 3. People and Performance Management | 8. Service Excellence |
| 4. Process Re-engineering | 9. Service Level Management |
| 5. Product Advisory | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Customer Services and Support**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

2. Customer Service Manager

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

3. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Collection and Analytics • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

4. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

5. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

6. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

8. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Technical Presentation - Technical Sales Support	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Service Executive



Infrastructure



Services



Support



Customer

Cluster



Customer Services & Support

Job Purpose



Ensure smooth operations, consistent service quality, and timely resolution of customer issues.

Key Activities

1. Handle complex customer inquiries and escalations that require advanced problem-solving.
2. Provide guidance and support to representatives in resolving challenging cases.
3. Monitor service quality and adherence to policies, providing feedback and coaching where needed.
4. Identify recurring issues and recommend process enhancements to improve efficiency and customer experience.
5. Communicate customer insights and trends to help improve products and services.

Prime Skills

- | | |
|---|-----------------------------|
| 1. Complaint Handling and Conflict Resolution | 5. Prompt Engineering |
| 2. Customer Management | 6. Service Excellence |
| 3. Process Re-engineering | 7. Service Level Management |
| 4. Product Advisory | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Collection and Analytics • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

2. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Collection and Analytics • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

3. Customer Relations Executive

Additional Skills:	Additional Certifications:
• RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

4. Customer Relations Executive

Additional Skills:	Additional Certifications:
• RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

5. Customer Service Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

6. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

9. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

10. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Technical Presentation - Technical Sales Support	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Crisis Communication and Media Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

17. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

18. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Legal and Compliance • Regulatory Affairs • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

21. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Service Manager



Infrastructure



Services



Support



Customer

Cluster



Customer Services & Support

Job Purpose



Oversee customer service operations and ensuring that the team delivers exceptional support.

Key Activities

1. Oversee the daily operations of the customer service department, ensuring high-quality service delivery and customer satisfaction.
2. Develop and implement customer service policies, procedures, and best practices to enhance operational efficiency.
3. Lead, mentor, and train customer service representatives to improve performance and foster a positive team environment.
4. Monitor key performance indicators (KPIs) and analyze customer feedback to identify areas for improvement.
5. Collaborate with cross-functional teams to address customer issues and enhance product and service offerings.
6. Handle escalated customer complaints and complex inquiries with professionalism.

Prime Skills

- | | |
|---|-----------------------------|
| 1. Complaint Handling and Conflict Resolution | 5. Product Advisory |
| 2. Customer Management | 6. Prompt Engineering |
| 3. People and Performance Management | 7. Service Excellence |
| 4. Process Re-engineering | 8. Service Level Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Customer Services and Support**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

2. Customer Relations Manager

Additional Skills:	Additional Certifications:
• RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

3. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Collection and Analytics • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

4. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

5. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

6. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

8. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Service Representative



Infrastructure



Services



Support



Customer

Cluster



Customer Services & Support

Job Purpose



Provide exceptional support and assistance to customers to enhance overall customer satisfaction.

Key Activities

1. Provide outstanding customer service by addressing inquiries, resolving issues, and offering solutions related to telecom products and services.
2. Assist customers with account management, billing inquiries, and technical support for mobile, internet, and other telecom services.
3. Educate customers about our products, services, and promotions to enhance their understanding and satisfaction.
4. Document customer interactions and maintain accurate records in the customer relationship management (CRM) system.
5. Collaborate with cross-functional teams to escalate and resolve complex issues effectively.

Prime Skills

- | | |
|---|-----------------------|
| 1. Complaint Handling and Conflict Resolution | 4. Prompt Engineering |
| 2. Customer Management | 5. Service Excellence |
| 3. Product Advisory | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Data Visualisation and Storytelling • Market Research and Analytics	N/A - no additional certifications are mandatory for this role

2. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Collection and Analytics • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

3. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Process Re-engineering • RCA & Corrective Action (RCCA) • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Executive

Additional Skills:	Additional Certifications:
• Process Re-engineering • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Support Engineer (Enterprise & Technical)



Infrastructure



Services



Support



Customer

Cluster



Customer Services & Support

Job Purpose



Provide on-site technical support for enterprise customers.

Key Activities

1. Provide on-site support for enterprise and corporate customers experiencing service interruptions or installation needs.
2. Install, test, and maintain enterprise connectivity solutions.
3. Deploy, configure, and troubleshoot customer-premises equipment (CPE) such as routers, switches, and firewalls.
4. Conduct site surveys, service acceptance testing, and preventive maintenance.
5. Maintain accurate incident, activity, and service reports within ticketing.
6. Ensure compliance with HSE and quality standards during field operations.

Prime Skills

- | | |
|--|--|
| 1. Customer Management | 8. Quality Assurance and Quality Control |
| 2. Network Administration and Maintenance | 9. RCA & Corrective Action (RCCA) |
| 3. Network Configuration and Troubleshooting | 10. Service Quality Management |
| 4. Network Security | 11. TCP/ IP and Networking Protocols |
| 5. Networking Fundamentals | 12. Troubleshooting |
| 6. Preventive Maintenance | 13. Wireless Network |
| 7. Prompt Engineering | 14. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Customer Support Manager

Additional Skills:	Additional Certifications:
• Business Intelligence • Operations Management • People and Performance Management	N/A - no additional certifications are mandatory for this role

2. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

3. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Collection and Analytics • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

8. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Collection and Analytics • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Technical Presentation - Technical Sales Support	N/A - no additional certifications are mandatory for this role

17. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

20. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

21. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

23. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Legal and Compliance • Regulatory Affairs • Regulatory Compliance	N/A - no additional certifications are mandatory for this role

24. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Support Engineer (Mobile Services)



Infrastructure



Services



Support


Customer

Cluster



Customer Services & Support

Job Purpose



Support the mobile network's availability and performance by performing on-site maintenance, fault repair, and service restoration activities.

Key Activities

1. Perform corrective and preventive maintenance on mobile network sites.
2. Replace or repair defective RF, transmission, or power components and conduct on-site tests.
3. Maintain accurate site records, inventory logs, and work orders.
4. Ensure compliance with HSE and quality standards during field operations.

Prime Skills

- | | |
|--|--------------------------------------|
| 1. Network Administration and Maintenance | 8. Radio Frequency Engineering |
| 2. Network Configuration and Troubleshooting | 9. RCA & Corrective Action (RCCA) |
| 3. Networking Fundamentals | 10. Service Quality Management |
| 4. Predictive Maintenance | 11. TCP/ IP and Networking Protocols |
| 5. Preventive Maintenance | 12. Troubleshooting |
| 6. Prompt Engineering | 13. Wireless Network |
| 7. Quality Assurance and Quality Control | 14. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Customer Service Manager**

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

2. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

3. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Experience Manager

Additional Skills:	Additional Certifications:
- Customer Experience Management - Data Collection and Analytics - Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Data Collection and Analytics - Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Network Security	N/A - no additional certifications are mandatory for this role

8. Customer Support Manager

Additional Skills:	Additional Certifications:
• Business Intelligence • Operations Management • People and Performance Management	N/A - no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

17. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

20. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

21. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

23. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Legal and Compliance • Regulatory Affairs • Regulatory Compliance	N/A - no additional certifications are mandatory for this role

24. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Support Manager



Infrastructure



Services



Support



Customer

Cluster



Customer Services & Support

Job Purpose



Oversee and manage all field operations related to customer support for both enterprise and mobile services.

Key Activities

1. Supervise and coordinate all field service activities for enterprise and mobile support teams.
2. Ensure timely dispatch, tracking, and closure of all field tickets.
3. Oversee installation, repair, and upgrade activities to maintain service continuity.
4. Act as the point of escalation for unresolved or high-impact customer issues requiring field intervention.
5. Ensure adherence to field operation standards, HSE guidelines, and technical procedures.
6. Identify process gaps and recommend improvements for field efficiency and service quality.

Prime Skills

- | | |
|--|---|
| 1. Business Intelligence | 11. Process Automation |
| 2. Customer Management | 12. Prompt Engineering |
| 3. Incident Management | 13. Quality Assurance and Quality Control |
| 4. Network Administration and Maintenance | 14. RCA & Corrective Action (RCCA) |
| 5. Network Configuration and Troubleshooting | 15. Service Level Management |
| 6. Networking Fundamentals | 16. Service Quality Management |
| 7. Operations Management | 17. TCP/ IP and Networking Protocols |
| 8. People and Performance Management | 18. Troubleshooting |
| 9. Predictive Maintenance | 19. Wireless Network |
| 10. Preventive Maintenance | 20. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

2. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
- Business Environment Analytics - Process Re-engineering - Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

3. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Product Advisory - Service Excellence	N/A - no additional certifications are mandatory for this role

4. Customer Experience Manager

Additional Skills:	Additional Certifications:
- Customer Experience Management - Data Collection and Analytics - Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

5. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

6. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

8. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

9. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

10. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

11. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

12. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

14. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

15. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

16. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

17. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

18. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

20. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Support Technician



Infrastructure



Services



Support


Customer

Cluster



Customer Services & Support

Job Purpose



Provide hands-on technical assistance for telecommunication services.

Key Activities

1. Perform routine checks and preventive maintenance on telecom equipment and infrastructure.
2. Assist in basic troubleshooting of hardware and connectivity issues at customer sites or network facilities.
3. Support engineers in installing and configuring customer-premises equipment (CPE) such as routers, modems, and cabling.
4. Ensure adherence to quality standards and company procedures.

Prime Skills

- | | |
|--|-------------------------------------|
| 1. Network Administration and Maintenance | 6. RCA & Corrective Action (RCCA) |
| 2. Network Configuration and Troubleshooting | 7. TCP/ IP and Networking Protocols |
| 3. Networking Fundamentals | 8. Troubleshooting |
| 4. Preventive Maintenance | 9. Wireless Network |
| 5. Quality Assurance and Quality Control | 10. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Customer and Market Insights Analyst**

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Data Visualisation and Storytelling • Market Research and Analytics	N/A - no additional certifications are mandatory for this role

2. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Collection and Analytics • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

3. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

6. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Network Security • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Radio Frequency Engineering • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Customer Services and Support



Infrastructure



Services



Support



Customer

Cluster



Customer Services & Support

Job Purpose



Lead customer service, support, and experience teams to ensure exceptional service and satisfaction.

Key Activities

1. Foster a culture of customer-centricity, accountability, and high performance across all teams.
2. Define and implement strategies for customer service, support, and experience to improve satisfaction, loyalty, and operational efficiency.
3. Establish policies, procedures, and best practices to ensure consistent, high-quality service delivery.
4. Oversee programs such as loyalty initiatives, personalized communication, and proactive customer engagement.
5. Ensure root cause analysis is performed and preventive measures are implemented.
6. Ensure seamless integration of customer feedback into business processes and product/service improvements.

Prime Skills

- | | |
|--------------------------------------|---|
| 1. Business Environment Analyt | 6. Process Re-engineering |
| 2. Business Intelligence | 7. Prompt Engineering |
| 3. Customer Experience Management | 8. Service Quality Management |
| 4. Customer Management | 9. Strategy Development and Implementation Management |
| 5. People and Performance Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Marketing

Additional Skills:	Additional Certifications:
• Brand Management • Go-To-Market Strategy • Public Relation Management	N/A - no additional certifications are mandatory for this role

2. Head of Sales

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

3. Head of Compliance

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A - no additional certifications are mandatory for this role

4. Head of Corporate Communications

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

5. Head of Data Privacy

Additional Skills:	Additional Certifications:
• Corporate Governance • Data Ethics • Data Governance	N/A - no additional certifications are mandatory for this role

6. Head of ESG

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Corporate Governance • Regulatory Affairs • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

8. Head of Risk

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Governance • Risk Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Branding Executive			
			
Infrastructure	Services	Support	Customer
Cluster	Marketing Management		
Job Purpose	Support the development and execution of brand strategies.		
Key Activities			
1. Assist in implementing brand guidelines across all marketing and communication materials. 2. Support the development of brand campaigns to increase awareness and loyalty. 3. Conduct research on market trends, competitor branding, and customer perceptions. 4. Provide insights to improve brand positioning and campaign effectiveness. 5. Coordinate branding activities for product launches, events, and sponsorships.			
Prime Skills			
1. Brand Management		4. Marketing Campaign Management	
2. Content Writing and Editing		5. Prompt Engineering	
3. Market Research and Analytics		6. Social Media Marketing	
Certification(s)			
N/A - no certifications are mandatory for this role			

CAREER MOBILITY OPTIONS**1. Digital Marketing Executive**

Additional Skills:	Additional Certifications:
- Digital Marketing - Inbound Marketing	N/A - no additional certifications are mandatory for this role

2. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

3. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

4. Branding Manager

Additional Skills:	Additional Certifications:
People and Performance Management	N/A - no additional certifications are mandatory for this role

5. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Technical Presentation - Technical Sales Support	N/A - no additional certifications are mandatory for this role

9. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Data Visualisation and Storytelling - Process Re-engineering	N/A - no additional certifications are mandatory for this role

11. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

17. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

18. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Branding Manager



Infrastructure



Services



Support



Customer

Cluster



Marketing Management

Job Purpose



Develop and execute strategies to position the company's brand effectively in the market.

Key Activities

1. Define and implement the company's brand positioning and messaging.
2. Ensure alignment of brand strategy with overall business objectives.
3. Monitor adherence to brand standards across all marketing and communication materials.
4. Work closely with marketing teams on campaigns, promotions, and digital presence and partner with corporate communications to ensure consistent messaging in PR, media, and internal communications.

Prime Skills

- | | |
|----------------------------------|--------------------------------------|
| 1. Brand Management | 5. People and Performance Management |
| 2. Content Writing and Editing | 6. Prompt Engineering |
| 3. Market Research and Analytics | 7. Social Media Marketing |
| 4. Marketing Campaign Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Inbound Marketing	N/A - no additional certifications are mandatory for this role

2. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

3. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

4. Head of Marketing

Additional Skills:	Additional Certifications:
- Business Environment Analytics - Business Intelligence - Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

5. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

10. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

11. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager**Additional Skills:**

- Regulatory Risk Assessment
- Risk Management
- Risk Reporting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Digital Marketing Executive



Infrastructure



Services



Support



Customer

Cluster



Marketing Management

Job Purpose



Plan and execute digital campaigns that boost brand awareness, engagement, and conversions.

Key Activities

1. Develop and implement comprehensive digital marketing campaigns across various channels to boost brand awareness and engagement.
2. Create engaging and relevant content for digital platforms, ensuring alignment with brand messaging and marketing goals.
3. Manage and grow the company's social media presence by creating and scheduling posts, engaging with followers, and analyzing performance metrics to optimize strategies.
4. Conduct keyword research and implement on-page and off-page SEO strategies to improve organic search rankings.
5. Monitor and analyze campaign performance and prepare regular reports to evaluate effectiveness and identify areas for improvement.

Prime Skills

- | | |
|----------------------------------|----------------------------------|
| 1. Content Writing and Editing | 5. Marketing Campaign Management |
| 2. Digital Marketing | 6. Prompt Engineering |
| 3. Inbound Marketing | 7. Social Media Marketing |
| 4. Market Research and Analytics | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Branding Executive**

Additional Skills:	Additional Certifications:
• Brand Management	N/A - no additional certifications are mandatory for this role

2. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Brand Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

3. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

4. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

5. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Technical Presentation - Technical Sales Support	N/A - no additional certifications are mandatory for this role

9. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Data Visualisation and Storytelling - Process Re-engineering	N/A - no additional certifications are mandatory for this role

11. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

17. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Digital Marketing Manager



Infrastructure



Services



Support



Customer

Cluster



Marketing Management

Job Purpose



Lead and optimise digital marketing strategies to drive online visibility, engagement, and business growth.

Key Activities

1. Design and implement comprehensive digital marketing strategies that align with business objectives and enhance brand visibility across all digital channels.
2. Oversee the planning, execution, and optimization of digital marketing campaigns.
3. Lead and mentor a team of digital marketing professionals, fostering a collaborative environment and encouraging professional development.
4. Monitor and analyze key performance indicators (KPIs) to assess the effectiveness of marketing initiatives.
5. Manage the digital marketing budget, ensuring efficient allocation of resources to maximise campaign effectiveness and achieve business goals.
6. Develop and oversee content marketing strategies that engage target audiences and drive traffic to the website.

Prime Skills

- | | |
|----------------------------------|--------------------------------------|
| 1. Content Writing and Editing | 5. Marketing Campaign Management |
| 2. Digital Marketing | 6. Prompt Engineering |
| 3. Inbound Marketing | 7. People and Performance Management |
| 4. Market Research and Analytics | 8. Social Media Marketing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management	N/A - no additional certifications are mandatory for this role

2. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Brand Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

3. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

4. Head of Marketing

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

5. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

10. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

11. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A - no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager**Additional Skills:**

- Regulatory Risk Assessment
- Risk Management
- Risk Reporting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Marketing



Infrastructure



Services



Support



Customer

Cluster



Marketing Management

Job Purpose



Lead marketing strategy and teams to drive brand, product, and digital growth.

Key Activities

1. Define and drive the overall marketing strategy and vision across brand, product, and digital channels.
2. Ensure consistent brand messaging and positioning across all channels and campaigns.
3. Oversee marketing communications strategies, PR, and stakeholder engagement initiatives.
4. Develop product positioning, messaging, and go-to-market strategies for new and existing offerings.
5. Collaborate with product and sales teams to align marketing strategies with business objectives.
6. Use analytics to measure campaign effectiveness, guide decision-making, and drive continuous improvement.

Prime Skills

- | | |
|-----------------------------------|--|
| 1. Brand Management | 6. Marketing Mix Management |
| 2. Business Environment Analytics | 7. People and Performance Management |
| 3. Business Intelligence | 8. Prompt Engineering |
| 4. Continuous Improvement | 9. Public Relation Management |
| 5. Go-To-Market Strategy | 10. Strategy Development and Implementation Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Sales**

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Customer Management • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

2. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

3. Head of Compliance

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A - no additional certifications are mandatory for this role

4. Head of Corporate Communications

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A - no additional certifications are mandatory for this role

5. Head of Data Privacy

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A - no additional certifications are mandatory for this role

6. Head of ESG

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Risk Governance	N/A – no additional certifications are mandatory for this role

8. Head of Risk

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Marketing Communication Executive



Infrastructure



Services



Support



Customer

Cluster



Marketing Management

Job Purpose



Develop and manage communication strategies that effectively promote the brand and support marketing goals.

Key Activities

1. Create and implement comprehensive communication strategies that align with the brand's objectives and enhance visibility across various channels.
2. Develop engaging and persuasive content for a variety of platforms, including press releases, newsletters, website copy, social media, and marketing collateral.
3. Ensure consistent brand messaging across all communication channels, maintaining the brand's voice and identity.
4. Collaborate with the marketing team to design and execute integrated marketing campaigns that drive engagement and support business objectives.
5. Build and maintain relationships with media outlets, journalists, and influencers to secure coverage and enhance brand reputation.

Prime Skills

- | | |
|----------------------------------|----------------------------------|
| 1. Brand Management | 5. Marketing Campaign Management |
| 2. Content Writing and Editing | 6. Media Relation Management |
| 3. Digital Marketing | 7. Prompt Engineering |
| 4. Market Research and Analytics | 8. Public Relation Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Branding Executive

Additional Skills:	Additional Certifications:
• Social Media Marketing	N/A - no additional certifications are mandatory for this role

2. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Inbound Marketing • Social Media Marketing	N/A - no additional certifications are mandatory for this role

3. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

4. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

5. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

9. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

11. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

17. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

18. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive**Additional Skills:**

- Regulatory Risk Assessment
- Risk Management
- Risk Reporting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Marketing Communication Manager



Infrastructure



Services



Support



Customer

Cluster



Marketing Management

Job Purpose



Lead and oversee the development and execution of integrated marketing communication strategies.

Key Activities

1. Define and lead the overall marketing communication strategy in alignment with brand and business goals.
2. Oversee the creation of compelling and consistent brand messaging across all channels and touchpoints.
3. Ensure communication initiatives reflect the brand's voice, values, and positioning in the market.
4. Plan, coordinate, and evaluate integrated marketing campaigns across digital, print, PR, and social channels.
5. Monitor campaign performance and optimize communication strategies to maximize engagement and ROI.
6. Build and maintain strong relationships with media outlets, journalists, and industry influencers.
7. Manage press coverage, media inquiries, and crisis communications to safeguard and enhance the brand's reputation.

Prime Skills

- | | |
|----------------------------------|--------------------------------------|
| 1. Brand Management | 6. Media Relation Management |
| 2. Content Writing and Editing | 7. People and Performance Management |
| 3. Digital Marketing | 8. Prompt Engineering |
| 4. Market Research and Analytics | 9. Public Relation Management |
| 5. Marketing Campaign Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Branding Manager**

Additional Skills:	Additional Certifications:
• Social Media Marketing	N/A – no additional certifications are mandatory for this role

2. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Inbound Marketing • Social Media Marketing	N/A – no additional certifications are mandatory for this role

3. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

4. Head of Marketing

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

5. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

6. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

10. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

11. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Product Marketing Executive



Infrastructure



Services



Support



Customer

Cluster



Marketing Management

Job Purpose



Position and promote products to drive customer engagement and sales.

Key Activities

1. Develop and execute marketing strategies to position and promote products effectively.
2. Conduct market research to identify customer needs and trends, and use insights to inform product positioning.
3. Collaborate with cross-functional teams to ensure alignment on product messaging and go-to-market strategies.
4. Create compelling marketing materials, including product brochures, presentations, and digital content, to drive customer engagement.
5. Plan and execute product launches, including coordinating promotional activities and events.
6. Monitor and analyze product performance metrics to assess the effectiveness of marketing campaigns and make data-driven recommendations for improvement.
7. Engage with customers and gather feedback to enhance product offerings and customer satisfaction.

Prime Skills

- | | |
|----------------------------------|------------------------------|
| 1. Content Writing and Editing | 7. Pricing Strategy |
| 2. Demand and Supply Analysis | 8. Product Knowledge |
| 3. Go-To-Market Strategy | 9. Product Launch Management |
| 4. Market Profiling | 10. Product Management |
| 5. Market Research and Analytics | 11. Prompt Engineering |
| 6. Marketing Campaign Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

2. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Inbound Marketing • Social Media Marketing	N/A - no additional certifications are mandatory for this role

3. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

4. Product Marketing Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

5. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

9. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

11. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

17. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive**Additional Skills:**

- Regulatory Risk Assessment
- Risk Management
- Risk Reporting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Product Marketing Manager



Infrastructure



Services



Support



Customer

Cluster



Marketing Management

Job Purpose



Lead the positioning and promotion of products to drive market adoption and business growth.

Key Activities

1. Develop and execute effective product positioning strategies that resonate with target audiences and differentiate our products in the market.
2. Conduct thorough market research to understand customer needs, market trends, and competitive landscape.
3. Lead the development and execution of go-to-market strategies for new product launches, ensuring alignment with sales, product development, and customer success teams.
4. Design and implement integrated marketing campaigns to promote products, drive customer engagement, and increase market share.
5. Monitor and analyze the performance of marketing initiatives, using data-driven insights to refine strategies and improve ROI.

Prime Skills

- | | |
|----------------------------------|--------------------------------------|
| 1. Content Writing and Editing | 7. People and Performance Management |
| 2. Demand and Supply Analysis | 8. Pricing Strategy |
| 3. Go-To-Market Strategy | 9. Product Knowledge |
| 4. Market Profiling | 10. Product Launch Management |
| 5. Market Research and Analytics | 11. Product Management |
| 6. Marketing Campaign Management | 12. Prompt Engineering |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Branding Manager**

Additional Skills:	Additional Certifications:
• Brand Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

2. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Inbound Marketing • Social Media Marketing	N/A – no additional certifications are mandatory for this role

3. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Brand Management • Digital Marketing • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

4. Head of Marketing

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

5. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

6. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Technical Presentation - Technical Sales Support	N/A - no additional certifications are mandatory for this role

10. Customer Experience Manager

Additional Skills:	Additional Certifications:
- Customer Experience Management - Data Visualisation and Storytelling - Process Re-engineering	N/A - no additional certifications are mandatory for this role

11. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Channel Sales Executive



Infrastructure



Services



Support



Customer

Cluster



Sales Management

Job Purpose



Drive sales by recruiting and supporting channel partners in promoting telecommunication solutions.

Key Activities

1. Identify and recruit new channel partners to expand the sales network and increase market penetration.
2. Build and maintain strong relationships with existing channel partners, providing support and resources to enhance their sales efforts.
3. Conduct product training and presentations for channel partners to ensure they are well-equipped to sell telecommunication solutions.
4. Collaborate with marketing and sales teams to develop promotional materials and campaigns to drive partner sales.
5. Monitor partner performance, analyse sales data, and provide insights to optimize sales strategies.
6. Assist partners in closing deals by providing technical support and addressing customer inquiries.

Prime Skills

- | | |
|--|----------------------------------|
| 1. Account Management | 8. Product Advisory |
| 2. Business Opportunities Development | 9. Product Demonstration |
| 3. Customer Acquisition and Retention Management | 10. Product Knowledge |
| 4. Customer Experience Management | 11. Prompt Engineering |
| 5. Customer Management | 12. Sales Strategy and Execution |
| 6. Customer Profiling | 13. Sales Target Management |
| 7. Market Profiling | 14. Selling |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Vendor Management	N/A - no additional certifications are mandatory for this role

2. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Vendor Management	N/A - no additional certifications are mandatory for this role

3. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

4. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Artificial Intelligence Application • Market Research and Analytics • Technical Sales Support	N/A - no additional certifications are mandatory for this role

5. Product Sales Executive

Additional Skills:	Additional Certifications:
• Market Research and Analytics	N/A - no additional certifications are mandatory for this role

6. Channel Sales Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

8. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

10. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

12. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

14. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

15. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A - no additional certifications are mandatory for this role

16. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

17. ESG Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

20. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Governance • Risk Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Enterprise Solution Sales Executive



Infrastructure



Services



Support



Customer

Cluster



Sales Management

Job Purpose



Drive revenue by engaging enterprise clients, promoting private network and system integration solutions, and delivering tailored proposals.

Key Activities

1. Identify and pursue potential enterprise clients for private network and system integration solutions.
2. Build a pipeline of qualified leads through networking, market research, and industry events.
3. Conduct client meetings, presentations, and solution demonstrations to communicate value propositions.
4. Manage relationships with enterprise customers, ensuring a high level of service and responsiveness.
5. Identify opportunities for upselling and cross-selling complementary solutions.
6. Work closely with solution architects and engineers to design proposals that align with customer business needs.

Prime Skills

- | | |
|--|----------------------------------|
| 1. Account Management | 9. Market Research and Analytics |
| 2. Artificial Intelligence Application | 10. Product Advisory |
| 3. Business Opportunities Development | 11. Prompt Engineering |
| 4. Customer Acquisition and Retention Management | 12. Sales Strategy and Execution |
| 5. Customer Experience Management | 13. Sales Target Management |
| 6. Customer Management | 14. Selling |
| 7. Customer Profiling | 15. Technical Sales Support |
| 8. Market Profiling | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Channel Sales Executive**

Additional Skills:	Additional Certifications:
• Product Demonstration • Product Knowledge	N/A - no additional certifications are mandatory for this role

2. Product Sales Executive

Additional Skills:	Additional Certifications:
• Product Demonstration • Product Knowledge	N/A - no additional certifications are mandatory for this role

3. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Solution Architecture • Solution Design Thinking	N/A - no additional certifications are mandatory for this role

4. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Operations Management • Product Knowledge • Project Management	N/A - no additional certifications are mandatory for this role

5. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Launch Management - Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practice	N/A – no additional certifications are mandatory for this role

17. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

18. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Governance • Risk Management	N/A – no additional certifications are mandatory for this role

20. PaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Management • Product Performance Management • Requirements Definition and Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Product Sales Executive



Infrastructure



Services



Support



Customer

Cluster



Sales Management

Job Purpose



Drive sales growth by leveraging in-depth product knowledge to identify customer needs and deliver tailored telecommunication solutions.

Key Activities

1. Develop and maintain a deep understanding of products and services to effectively communicate their value to customers.
2. Identify and pursue new sales opportunities through networking, lead generation, and market research.
3. Conduct product demonstrations and presentations to potential clients, showcasing features and benefits.
4. Provide technical support and guidance to customers during the sales process and post-sale.
5. Monitor market trends and competitor activities to identify opportunities for product enhancements and new offerings.

Prime Skills

- | | |
|--|----------------------------------|
| 1. Account Management | 9. Product Advisory |
| 2. Business Opportunities Development | 10. Product Demonstration |
| 3. Customer Acquisition and Retention Management | 11. Product Knowledge |
| 4. Customer Experience Management | 12. Prompt Engineering |
| 5. Customer Management | 13. Sales Strategy and Execution |
| 6. Customer Profiling | 14. Sales Target Management |
| 7. Market Profiling | 15. Selling |
| 8. Market Research and Analytics | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Channel Sales Executive

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

2. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Artificial Intelligence Application - Technical Sales Support	N/A – no additional certifications are mandatory for this role

3. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Technical Presentation - Technical Sales Support	N/A – no additional certifications are mandatory for this role

4. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Operations Management - Project Management - Vendor Management	N/A – no additional certifications are mandatory for this role

5. Product Sales Manager

Additional Skills:	Additional Certifications:
People and Performance Management	N/A – no additional certifications are mandatory for this role

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Data Collection and Analytics - Data Visualisation and Storytelling - Process Re-engineering	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A - no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

17. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

18. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive**Additional Skills:**

- Regulatory Risk Assessment
- Risk Governance
- Risk Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Technical Sales Engineer



Infrastructure



Services



Support



Customer

Cluster



Sales Management

Job Purpose



Deliver tailored ICT solutions to customers across various industry verticals.

Key Activities

1. Customize and deliver ICT solutions tailored to the unique needs of industry vertical clients.
2. Conduct technical assessments to define solution requirements and system specifications.
3. Support sales teams by providing technical expertise and solution demonstrations.
4. Configure, integrate, and test system components prior to deployment.
5. Provide post-sales support and technical assistance to ensure solution success.

Prime Skills

- | | |
|---|--|
| 1. Artificial Intelligence Application | 8. Selling |
| 2. Customer Management | 9. Solution Architecture |
| 3. Market Research and Analytics | 10. Solution Design Thinking |
| 4. Product Demonstration | 11. System Integration and Configuration |
| 5. Prompt Engineering | 12. Technical Presentation |
| 6. Quality Assurance and Quality Control | 13. Technical Sales Support |
| 7. Requirements Definition and Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Channel Sales Executive**

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Customer Profiling • Market Profiling	N/A - no additional certifications are mandatory for this role

2. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Customer Profiling • Market Profiling	N/A - no additional certifications are mandatory for this role

3. Product Sales Executive

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Customer Profiling • Market Profiling	N/A - no additional certifications are mandatory for this role

4. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Customer Profiling • Market Profiling	N/A - no additional certifications are mandatory for this role

5. Technical Sales Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Launch Management - Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

18. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Governance - Risk Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Channel Sales Manager



Infrastructure



Services



Support



Customer

Cluster



Sales Management

Job Purpose



Drive revenue growth by developing and managing strategic partnerships with channel partners.

Key Activities

1. Develop and execute channel sales strategies to achieve revenue targets and expand market presence.
2. Identify, recruit, and onboard new channel partners, ensuring alignment with company goals and objectives.
3. Build and maintain strong relationships with existing channel partners, providing support and resources to drive sales performance.
4. Collaborate with marketing and product teams to develop promotional materials and training programs for partners.
5. Monitor channel performance, analyze sales data, and provide insights to optimize partner effectiveness.
6. Conduct regular business reviews with partners to assess performance, address challenges, and identify growth opportunities.

Prime Skills

- | | |
|--|----------------------------------|
| 1. Account Management | 9. Product Advisory |
| 2. Business Opportunities Development | 10. Product Demonstration |
| 3. Customer Acquisition and Retention Management | 11. Product Knowledge |
| 4. Customer Experience Management | 12. Prompt Engineering |
| 5. Customer Management | 13. Sales Strategy and Execution |
| 6. Customer Profiling | 14. Sales Target Management |
| 7. Market Profiling | 15. Selling |
| 8. People and Performance Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Sales

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

2. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Vendor Management	N/A - no additional certifications are mandatory for this role

3. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Artificial Intelligence Application • Market Research and Analytics • Technical Sales Support	N/A - no additional certifications are mandatory for this role

4. Product Sales Manager

Additional Skills:	Additional Certifications:
• Market Research and Analytics	N/A - no additional certifications are mandatory for this role

5. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

6. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

9. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

12. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager**Additional Skills:**

- Regulatory Risk Assessment
- Risk Governance
- Risk Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Distribution Sales Executive



Infrastructure



Services



Support


Customer

Cluster



Sales Management

Job Purpose



Drive the growth and efficiency of the distribution network by ensuring timely delivery of products.

Key Activities

1. Assist in planning and implementing distribution infrastructure to support business objectives in assigned areas.
2. Coordinate with vendors, logistics teams, and internal stakeholders to ensure timely delivery of equipment and materials.
3. Support onboarding, training, and relationship management of distributors and retail partners to maintain strong engagement.
4. Monitor distribution performance, identify gaps in coverage, and provide actionable insights for expansion planning.
5. Track inventory levels and ensure compliance with company standards and service-level agreements.
6. Prepare regular reports on distribution activities, partner performance, and market feedback for management review.

Prime Skills

- | | |
|--|----------------------------------|
| 1. Account Management | 9. Product Advisory |
| 2. Business Opportunities Development | 10. Product Knowledge |
| 3. Customer Acquisition and Retention Management | 11. Project Management |
| 4. Customer Experience Management | 12. Prompt Engineering |
| 5. Customer Management | 13. Sales Strategy and Execution |
| 6. Customer Profiling | 14. Sales Target Management |
| 7. Market Profiling | 15. Vendor Management |
| 8. Operations Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Channel Sales Executive**

Additional Skills:	Additional Certifications:
• Product Demonstration • Selling	N/A - no additional certifications are mandatory for this role

2. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

3. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Artificial Intelligence Application • Market Research and Analytics • Technical Sales Support	N/A - no additional certifications are mandatory for this role

4. Product Sales Executive

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Product Demonstration • Selling	N/A - no additional certifications are mandatory for this role

5. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A - no additional certifications are mandatory for this role

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

8. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Governance • Risk Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Distribution Sales Manager



Infrastructure



Services



Support



Customer

Cluster



Sales Management

Job Purpose



Drive efficient distribution of telecommunication products and services to support business growth.

Key Activities

1. Develop and implement distribution infrastructure strategies to support the delivery of telco products and services.
2. Ensure strategic placement of distributors and retail outlets to maximize market coverage and accessibility.
3. Collaborate with vendors to manage equipment procurement, logistics coordination, and operational setup.
4. Lead the identification, onboarding, and management of distributors and vendors to facilitate infrastructure deployment.
5. Analyze market trends and operational challenges to recommend improvements for distribution efficiency and coverage.

Prime Skills

- | | |
|--|--------------------------------------|
| 1. Account Management | 9. People and Performance Management |
| 2. Business Opportunities Development | 10. Product Advisory |
| 3. Customer Acquisition and Retention Management | 11. Product Knowledge |
| 4. Customer Experience Management | 12. Project Management |
| 5. Customer Management | 13. Prompt Engineering |
| 6. Customer Profiling | 14. Sales Strategy and Execution |
| 7. Market Profiling | 15. Sales Target Management |
| 8. Operations Management | 16. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Sales

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

2. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Product Demonstration • Selling	N/A - no additional certifications are mandatory for this role

3. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Artificial Intelligence Application • Market Research and Analytics • Technical Sales Support	N/A - no additional certifications are mandatory for this role

4. Product Sales Manager

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Product Demonstration • Selling	N/A - no additional certifications are mandatory for this role

5. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A - no additional certifications are mandatory for this role

6. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Process Re-engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

9. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

12. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practice	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager**Additional Skills:**

- Regulatory Risk Assessment
- Risk Governance
- Risk Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Enterprise Solution Sales Manager



Infrastructure



Services



Support



Customer

Cluster



Sales Management

Job Purpose



Target sales of private networks and system integration solutions in enterprise segments.

Key Activities

1. Identify and target enterprise clients for private network and system integration sales.
2. Develop tailored solutions to meet client business needs, collaborating with technical teams.
3. Manage the full sales lifecycle from prospecting to contract negotiation and closure.
4. Maintain strategic customer relationships and identify upselling and cross-selling opportunities.
5. Track market trends, competitor activities, and customer feedback to refine sales strategies.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Account Management | 9. Market Research and Analytics |
| 2. Artificial Intelligence Application | 10. People and Performance Management |
| 3. Business Opportunities Development | 11. Product Advisory |
| 4. Customer Acquisition and Retention Management | 12. Prompt Engineering |
| 5. Customer Experience Management | 13. Sales Strategy and Execution |
| 6. Customer Management | 14. Sales Target Management |
| 7. Customer Profiling | 15. Selling |
| 8. Market Profiling | 16. Technical Sales Support |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Sales**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

2. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Product Demonstration • Product Knowledge	N/A – no additional certifications are mandatory for this role

3. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Operations Management • Product Knowledge • Project Management	N/A – no additional certifications are mandatory for this role

4. Product Sales Manager

Additional Skills:	Additional Certifications:
• Product Demonstration • Product Knowledge	N/A – no additional certifications are mandatory for this role

5. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A – no additional certifications are mandatory for this role

6. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Process Re-engineering	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

9. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

12. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practice	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Governance • Risk Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Product Sales Manager



Infrastructure



Services



Support



Customer

Cluster



Sales Management

Job Purpose



Lead and drive sales strategies for telecommunication products and solutions.

Key Activities

1. Define and execute sales strategies to achieve revenue targets and expand market share.
2. Build and maintain relationships with key clients, partners, and stakeholders.
3. Oversee the delivery of tailored product solutions that address customer needs and drive long-term value.
4. Monitor industry trends, competitor offerings, and emerging technologies to inform sales strategies.
5. Collaborate with product and marketing teams to refine product positioning and messaging.
6. Track, analyze, and report on sales performance metrics, providing insights and recommendations to senior leadership.
7. Identify opportunities for upselling and cross-selling additional products and services.

Prime Skills

- | | |
|--|--------------------------------------|
| 1. Account Management | 9. People and Performance Management |
| 2. Business Opportunities Development | 10. Product Advisory |
| 3. Customer Acquisition and Retention Management | 11. Product Demonstration |
| 4. Customer Experience Management | 12. Product Knowledge |
| 5. Customer Management | 13. Prompt Engineering |
| 6. Customer Profiling | 14. Sales Strategy and Execution |
| 7. Market Profiling | 15. Sales Target Management |
| 8. Market Research and Analytics | 16. Selling |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Sales

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

2. Channel Sales Manager

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

3. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Vendor Management	N/A – no additional certifications are mandatory for this role

4. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Artificial Intelligence Application • Technical Sales Support	N/A – no additional certifications are mandatory for this role

5. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Technical Presentation • Technical Sales Support	N/A – no additional certifications are mandatory for this role

6. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Process Re-engineering	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

9. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

12. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager**Additional Skills:**

- Regulatory Risk Assessment
- Risk Governance
- Risk Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Technical Sales Manager



Infrastructure



Services



Support



Customer

Cluster



Sales Management

Job Purpose



Drive business growth through leading technical sales and delivering tailored ICT solutions.

Key Activities

1. Define and execute the technical sales strategy in alignment with overall business objectives and market opportunities.
2. Lead, mentor, and support a team of technical sales engineers to ensure solution quality, customer satisfaction, and professional growth.
3. Partner with key clients to identify business challenges and translate them into tailored ICT solutions that deliver measurable value.
4. Oversee technical presentations, proposals, and demonstrations, ensuring solutions are competitively positioned and technically sound.
5. Support the sales organization in qualifying opportunities, developing proposals, and managing the technical aspects of bids and tenders.
6. Ensure smooth transition from sales to delivery, maintaining customer satisfaction through the full lifecycle of the solution.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Application | 8. Requirements Definition and Management |
| 2. Customer Management | 9. Selling |
| 3. Market Research and Analytics | 10. Solution Architecture |
| 4. People and Performance Management | 11. Solution Design Thinking |
| 5. Product Demonstration | 12. System Integration and Configuration |
| 6. Prompt Engineering | 13. Technical Presentation |
| 7. Quality Assurance and Quality Control | 14. Technical Sales Support |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Sales**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

2. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Customer Profiling • Market Profiling	N/A – no additional certifications are mandatory for this role

3. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Customer Profiling • Market Profiling	N/A – no additional certifications are mandatory for this role

4. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Customer Profiling • Market Profiling	N/A – no additional certifications are mandatory for this role

5. Product Sales Manager

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Customer Profiling • Market Profiling	N/A – no additional certifications are mandatory for this role

6. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Data Visualisation and Storytelling • Process Re-engineering	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

9. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

12. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Launch Management - Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Governance - Risk Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Sales



Infrastructure



Services



Support



Customer

Cluster



Sales Management

Job Purpose



Lead sales strategy and teams to drive revenue growth and market expansion.

Key Activities

1. Define and execute the overall sales strategy, targets, and revenue goals across all channels and products
2. Identify and pursue new business opportunities, markets, and customer segments.
3. Oversee pipeline management, forecasting, and territory planning to achieve revenue targets.
4. Work closely with marketing, product, and operations teams to align go-to-market strategies and sales campaigns.
5. Ensure customer feedback informs product enhancements, service improvements, and competitive positioning.
6. Track KPIs, sales performance, and market trends to guide decision-making and continuous improvement.

Prime Skills

- | | |
|--|--|
| 1. Business Environment Analytics | 8. Go-to-market Strategy |
| 2. Business Intelligence | 9. Market Research and Analytics |
| 3. Business Opportunities Development | 10. People and Performance Management |
| 4. Continuous Improvement | 11. Prompt Engineering |
| 5. Customer Acquisition and Retention Management | 12. Sales Strategy and Execution |
| 6. Customer Experience Management | 13. Selling |
| 7. Customer Management | 14. Strategy Development and Implementation Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
• Process Re-engineering • Service Quality Management	N/A - no additional certifications are mandatory for this role

2. Head of Marketing

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Mix Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

3. Head of Compliance

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

4. Head of Corporate Communications

Additional Skills:	Additional Certifications:
• Corporate Communication Strategy • Crisis Communication and Media Management • Media Relation Management	N/A - no additional certifications are mandatory for this role

5. Head of Data Privacy

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

6. Head of ESG

Additional Skills:	Additional Certifications:
• Compliance Reporting • Environment and Social Governance • Sustainability Management • Sustainable Business Practice	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Corporate Governance • Knowledge of Legal and Compliance • Regulatory Affairs	N/A – no additional certifications are mandatory for this role

8. Head of Risk

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Governance • Risk Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Access Network Architect (Fixed)



Infrastructure

Services

Support

Customer

Cluster



Access Network (Fixed)

Job Purpose



Define the end-to-end architecture, standards and roadmap for fixed broadband access network.

Key Activities

1. Develop high-level and detailed architecture designs for fixed access networks (FTTH, FTTx, GPON/XGS-PON, DSL).
2. Define fiber and copper access topologies, including ODN, feeder/distribution networks, split ratios, cabinet placement, and last-mile design.
3. Assess current fixed network capabilities and define long-term evolution strategies.
4. Lead capacity planning, scalability modelling, and geographic expansion strategies.
5. Conduct or oversee site surveys for fiber routes, cabinets, manholes, poles, and customer premises.

Prime Skills

- | | |
|----------------------------------|----------------------------------|
| 1. Capacity Planning | 8. Networking Fundamentals |
| 2. Emerging Technology Synthesis | 9. Prompt Engineering |
| 3. GIS and Mapping Tools | 10. Site Assessment and Analysis |
| 4. Infrastructure Design | 11. Solution Architecture |
| 5. Infrastructure Strategy | 12. Solution Design Thinking |
| 6. Network Design and Planning | 13. Systems Design |
| 7. Network Optimisation | 14. Vendor Management |

Certification(s)

- Cisco Certified Network Associate (CCNA)
- Cisco Certified Network Professional (CCNP)

CAREER MOBILITY OPTIONS**1. Data Privacy Manager**

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

2. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

3. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

4. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

5. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

6. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

9. Customer Support Manager

Additional Skills:	Additional Certifications:
- Customer Management - Service Level Management - Service Quality Management	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

12. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

14. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Core Network Architect (IP)

Additional Skills:

- Cloud Computing
- IP/MPLS Architecture
- Network Virtualisation

Additional Certifications:

- Cisco Certified Internetwork Expert (CCIE)

20. Core Network Manager (IP)

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- People and Performance Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

21. Core Network Architect (Mobile)

Additional Skills:

- Cloud Computing
- Mobile Core Architecture
- Network Virtualisation

Additional Certifications:

- Cisco Certified Internetwork Expert (CCIE)

22. Core Network Manager (Mobile)

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- People and Performance Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

23. Network Architect

Additional Skills:

- Network Security
- Network Slicing
- Network Virtualisation

Additional Certifications:

- Cisco Certified Internetwork Expert (CCIE)

24. Network Manager

Additional Skills:

- Cloud Computing
- Disaster Recovery Management
- Network Slicing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. NOC Manager

Additional Skills:	Additional Certifications:
• Incident Management • People and Performance Management • RCA & Corrective Action (RCCA)	N/A – no additional certifications are mandatory for this role

26. Naas Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Access Network Architect (Fixed)



Infrastructure

Services

Support

Customer

Cluster



Access Network (Fixed)

Job Purpose



Implement and maintain fixed access networks to deliver reliable broadband services.

Key Activities

1. Implement fiber and copper-based access networks (FTTH, FTTx, DSL).
2. Perform capacity planning and ensure network scalability for future growth.
3. Conduct site surveys for fiber routes, cabinets, and customer premises.
4. Oversee installation, testing, and commissioning of fixed access network components.
5. Troubleshoot and resolve network issues during deployment and operations.

Prime Skills

- | | |
|--|---|
| 1. Failure Analysis | 9. Project Management |
| 2. Fibre Splicing | 10. Quality Assurance and Quality Control |
| 3. GIS and Mapping Tools | 11. Radio Frequency Engineering |
| 4. Infrastructure Deployment | 12. Site Assessment and Analysis |
| 5. Network Configuration and Troubleshooting | 13. System Integration and Configuration |
| 6. Network Design and Planning | 14. TCP/ IP and Networking Protocols |
| 7. Network Security | 15. Testing |
| 8. Networking Fundamentals | 16. Workplace Safety and Health |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS**1. Access Network Manager (Fixed)**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

2. Core Network Engineer (IP)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	N/A - no additional certifications are mandatory for this role

3. Core Network Engineer (Mobile)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	N/A - no additional certifications are mandatory for this role

4. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

5. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• RCA & Corrective Action (RCCA) • Service Quality Management	N/A - no additional certifications are mandatory for this role

6. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

10. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

11. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

15. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

17. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

18. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

20. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

21. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A - no additional certifications are mandatory for this role

22. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

23. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Propagation Modelling • Spectrum Management • Wireless Network	N/A - no additional certifications are mandatory for this role

24. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • Propagation Modelling • Wireless Network	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Microwave Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Microwave Link Design • Network Simulation and Modelling	N/A – no additional certifications are mandatory for this role

26. RAN Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Wireless Network	N/A – no additional certifications are mandatory for this role

27. RF Engineer

Additional Skills:	Additional Certifications:
• Drive Testing • Propagation Modelling • Wireless Network	N/A – no additional certifications are mandatory for this role

28. Access Network Architect (Fixed)

Additional Skills:	Additional Certifications:
• Infrastructure Strategy • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Professional (CCNP)

29. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

30. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Access Network Manager (Fixed)



Infrastructure

Services

Support

Customer

Cluster



Access Network (Fixed)

Job Purpose



Lead the planning and deployment of fixed access networks.

Key Activities

1. Oversee design and implementation of fiber/copper access networks (FTTx, DSL).
2. Manage capacity planning and ensure scalability for future growth.
3. Supervise site surveys, installation, and commissioning activities.
4. Coordinate with operations, project management, and vendors for timely delivery.
5. Monitor network performance and drive optimization initiatives.

Prime Skills

- | | |
|---|--|
| 1. Business Environment Analytics | 12. Network Optimisation |
| 2. Business Intelligence | 13. Network Security |
| 3. Capacity Planning | 14. Networking Fundamentals |
| 4. Failure Analysis | 15. People and Performance Management |
| 5. GIS and Mapping Tools | 16. Quality Assurance and Quality Control |
| 6. Infrastructure Deployment | 17. Strategy Development and Implementation Management |
| 7. Infrastructure Development | 18. System Integration and Configuration |
| 8. Infrastructure Strategy | 19. Systems Design |
| 9. Network Administration and Maintenance | 20. TCP/ IP and Networking Protocols |
| 10. Network Configuration and Troubleshooting | 21. Vendor Management |
| 11. Network Design and Planning | |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS**1. Access Network Manager (Wireless)**

Additional Skills:	Additional Certifications:
• Radio Frequency Engineering • Spectrum Management • Wireless Network	N/A - no additional certifications are mandatory for this role

2. Core Network Manager (IP)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	N/A - no additional certifications are mandatory for this role

3. Core Network Manager (Mobile)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	N/A - no additional certifications are mandatory for this role

4. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

5. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Compliance Manager

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

10. Corporate Communications Manager

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

11. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

12. Data Privacy Manager

Additional Skills:	Additional Certifications:
- Data Ethics - Data Governance - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

14. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

15. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

16. Network Architect

Additional Skills:	Additional Certifications:
• Network Security • Network Slicing • Network Virtualisation	• Cisco Certified Network Professional (CCNP) • Cisco Certified Internetwork Expert (CCIE)

17. Network Manager

Additional Skills:	Additional Certifications:
• Cloud Computing • Disaster Recovery Management • Network Slicing	N/A – no additional certifications are mandatory for this role

18. NOC Manager

Additional Skills:	Additional Certifications:
• Incident Management • Infrastructure Support • RCA & Corrective Action (RCCA)	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. NaaS Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Access Network Architect (Wireless)



Infrastructure

Services

Support

Customer

Cluster



Access Network (Wireless)

Job Purpose



Define the end-to-end architecture, standards and roadmap for wireless access network.

Key Activities

1. Develop high-level and detailed architecture designs for wireless access networks (4G LTE, 5G NR, small cells, FWA).
2. Define RAN topology, radio site configurations, sectorization, spectrum utilization, and capacity models.
3. Conduct feasibility and cost-benefit studies for new wireless technologies or spectrum strategies.
4. Oversee and validate high-level radio coverage and capacity planning.
5. Review and approve detailed design documents, site design packages, and vendor proposals.

Prime Skills

- | | |
|----------------------------------|----------------------------------|
| 1. Capacity Planning | 10. Networking Fundamentals |
| 2. Cost-Benefit Analysis | 11. Prompt Engineering |
| 3. Emerging Technology Synthesis | 12. Radio Frequency Engineering |
| 4. GIS and Mapping Tools | 13. Site Assessment and Analysis |
| 5. Infrastructure Design | 14. Solution Architecture |
| 6. Infrastructure Strategy | 15. Solution Design Thinking |
| 7. Link Budget Analysis | 16. Spectrum Management |
| 8. Network Design and Planning | 17. Systems Design |
| 9. Network Optimisation | 18. Vendor Management |

Certification(s)

- Cisco Certified Network Associate (CCNA)
- Cisco Certified Network Professional (CCNP)

CAREER MOBILITY OPTIONS

1. Access Network Manager (Wireless)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

2. Access Network Architect (Fixed)

Additional Skills:	Additional Certifications:
N/A - no additional skills are required for this career mobility option	N/A - no additional certifications are mandatory for this role

3. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

4. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

6. Customer Support Manager

Additional Skills:	Additional Certifications:
• Customer Management • Service Level Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

8. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

10. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

11. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

12. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

16. Compliance Manager

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

17. Corporate Communications Manager

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

18. Data Privacy Manager

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

20. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

21. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

22. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

23. Core Network Architect (IP)

Additional Skills:	Additional Certifications:
• Cloud Computing • IP/MPLS Architecture • Network Virtualisation	• Cisco Certified Internetwork Expert (CCIE)

24. Core Network Manager (IP)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Core Network Architect (Mobile)

Additional Skills:	Additional Certifications:
• Cloud Computing • Mobile Core Architecture • Network Virtualisation	• Cisco Certified Internetwork Expert (CCIE)

26. Core Network Manager (Mobile)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

27. Network Architect

Additional Skills:	Additional Certifications:
• Network Security • Network Slicing • Network Virtualisation	• Cisco Certified Internetwork Expert (CCIE)

28. Network Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

29. NOC Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

30. NaaS Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Access Network Engineer (Wireless)



Infrastructure

Services

Support

Customer

Cluster



Access Network (Wireless)

Job Purpose



Deploy and optimise wireless access network to ensure optimal coverage for mobile and fixed wireless services.

Key Activities

1. Implement wireless access networks, including radio site planning and backhaul.
2. Conduct coverage analysis and capacity planning for wireless networks.
3. Perform site surveys for tower locations, antenna placement, and RF optimization.
4. Oversee installation, integration, and testing of wireless network elements.
5. Troubleshoot and resolve network issues during deployment and operations.

Prime Skills

- | | |
|--|---|
| 1. Failure Analysis | 11. Quality Assurance and Quality Control |
| 2. Fibre Splicing | 12. Radio Frequency Engineering |
| 3. GIS and Mapping Tools | 13. Regulatory Compliance |
| 4. GIS and Mapping Tools | 14. Site Assessment and Analysis |
| 5. Network Configuration and Troubleshooting | 15. Spectrum Management |
| 6. Network Design and Planning | 16. System Integration and Configuration |
| 7. Network Security | 17. TCP/ IP and Networking Protocols |
| 8. Networking Fundamentals | 18. Testing |
| 9. Project Management | 19. Wireless Network |
| 10. Propagation Modelling | 20. Workplace Safety and Health |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS

1. Access Network Manager (Wireless)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

2. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • Engineering Drawing and Design Specifications • Engineering Drawing Interpretation	N/A - no additional certifications are mandatory for this role

3. Microwave Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Microwave Link Design • Network Simulation and Modelling	N/A - no additional certifications are mandatory for this role

4. RAN Engineer

Additional Skills:	Additional Certifications:
• Big Data Analytics • Capacity Planning • Drive Testing	N/A - no additional certifications are mandatory for this role

5. RF Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Systems Design	N/A - no additional certifications are mandatory for this role

6. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
N/A - no additional skills are required for this career mobility option	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Core Network Engineer (IP)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	N/A - no additional certifications are mandatory for this role

8. Core Network Engineer (Mobile)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	N/A - no additional certifications are mandatory for this role

9. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

10. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

14. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

15. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

16. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

17. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

18. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

22. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

24. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

26. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

27. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

28. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

29. Access Network Architect (Wireless)

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Professional (CCNP)

30. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. NaaS Product Development Specialist**Additional Skills:**

- Product Design and Development
- Product Lifecycle Management
- Product Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Access Network Manager (Wireless)



Infrastructure

Services

Support

Customer

Cluster



Access Network (Wireless)

Job Purpose



Lead the planning, deployment and optimisation of wireless access networks.

Key Activities

1. Manage wireless network design and rollout, including macro, small cells, and DAS.
2. Oversee RF planning, DAS design, and RAN integration activities.
3. Coordinate site acquisition, surveys, and vendor management.
4. Monitor KPIs and drive network optimization initiatives.
5. Lead cross-functional teams for successful project delivery.

Prime Skills

- | | |
|---|--|
| 1. Business Environment Analytics | 16. Network Slicing |
| 2. Business Intelligence | 17. Networking Fundamentals |
| 3. Capacity Planning | 18. People and Performance Management |
| 4. Emerging Technology Monitoring | 19. Propagation Modelling |
| 5. Emerging Technology Synthesis | 20. Quality Assurance and Quality Control |
| 6. Failure Analysis | 21. Radio Frequency Engineering |
| 7. GIS and Mapping Tools | 22. Regulatory Compliance |
| 8. Infrastructure Deployment | 23. Spectrum Management |
| 9. Infrastructure Development | 24. Strategy Development and Implementation Management |
| 10. Infrastructure Strategy | 25. System Integration and Configuration |
| 11. Network Administration and Maintenance | 26. Systems Design |
| 12. Network Configuration and Troubleshooting | 27. TCP/ IP and Networking Protocols |
| 13. Network Design and Planning | 28. Vendor Management |
| 14. Network Optimisation | 29. Wireless Network |
| 15. Network Security | |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS**1. Access Network Manager (Fixed)****Additional Skills:**

N/A – no additional skills are required for this career mobility option

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Core Network Manager (IP)**Additional Skills:**

- Cloud Computing
- Network Automation
- Network Virtualisation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Core Network Manager (Mobile)**Additional Skills:**

- Cloud Computing
- Network Automation
- Network Virtualisation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Customer Experience Manager**Additional Skills:**

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

6. Customer Service Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Manager

Additional Skills:	Additional Certifications:
• Customer Management • Service Level Management • Service Quality Management	N/A – no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

12. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

14. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

15. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

16. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A – no additional certifications are mandatory for this role

17. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

18. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

22. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

23. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

24. Network Architect

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Professional (CCNP) • Cisco Certified Internetwork Expert (CCIE)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Network Manager

Additional Skills:	Additional Certifications:
• Cloud Computing • Disaster Recovery Management • Incident Management	N/A - no additional certifications are mandatory for this role

26. NOC Manager

Additional Skills:	Additional Certifications:
• Incident Management • Infrastructure Support • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

27. NaaS Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

DAS Engineer



Infrastructure

Services

Support

Customer

Cluster



Access Network (Wireless)

Job Purpose



Design, plan and deploy DAS solutions.

Key Activities

1. Design, implement and maintain DAS to enhance wireless communication coverage and capacity within various environments.
2. Prepare detailed documentation, including system designs, installation plans, as-built drawings and technical reports.
3. Stay updated with industry trends, standards and regulations related to DAS engineering and wireless communication.
4. Ensure compliance with local building codes, safety regulations and relevant wireless communication standards.
5. Collaborate with regulatory bodies or third-party organisations to obtain necessary permits or certifications for DAS installations.

Prime Skills

- | | |
|--|--|
| 1. Artificial Intelligence Application | 11. Propagation Modelling |
| 2. DAS Design and Optimisation | 12. Radio Frequency Engineering |
| 3. Engineering Drawing and Design Specifications | 13. Regulatory Compliance |
| 4. Engineering Drawing Interpretation | 14. Site Assessment and Analysis |
| 5. GIS and Mapping Tools | 15. System Integration and Configuration |
| 6. Infrastructure Deployment | 16. Systems Design |
| 7. Infrastructure Design | 17. Test Planning |
| 8. Infrastructure Strategy | 18. Testing |
| 9. Network Configuration and Troubleshooting | 19. Wireless Network |
| 10. Networking Fundamentals | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Access Network Engineer (Wireless)**

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • Spectrum Management	• Cisco Certified Network Associate (CCNA)

2. Access Network Manager (Wireless)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	• Cisco Certified Network Associate (CCNA)

3. Microwave Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Microwave Link Design • Network Simulation and Modelling	N/A – no additional certifications are mandatory for this role

4. RAN Engineer

Additional Skills:	Additional Certifications:
• Big Data Analytics • Capacity Planning • Drive Testing	N/A – no additional certifications are mandatory for this role

5. RF Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Failure Analysis	N/A – no additional certifications are mandatory for this role

5. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • Network Design and Planning	• Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Core Network Engineer (IP)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	• Cisco Certified Network Associate (CCNA)

8. Core Network Engineer (Mobile)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	• Cisco Certified Network Associate (CCNA)

9. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

10. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A – no additional certifications are mandatory for this role

14. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

15. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

16. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

17. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

18. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

22. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

23. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit and Compliance Strategy Development - Audit Management - Compliance Reporting	N/A - no additional certifications are mandatory for this role

24. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

26. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

27. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

28. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

29. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

30. Access Network Architect (Wireless)

Additional Skills:	Additional Certifications:
• Solution Architecture • Solution Design Thinking • Spectrum Management	• Cisco Certified Network Associate (CCNA) • Cisco Certified Network Professional (CCNP)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

32. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Microwave Engineer



Infrastructure

Services

Support

Customer

Cluster



Access Network (Wireless)

Job Purpose



Design and optimise high-frequency circuits and systems for reliable performance.

Key Activities

1. Design, analyse, and optimize high-frequency circuits, components, and systems to achieve desired performance and reliability targets.
2. Develop and validate prototypes of RF and microwave devices through testing and performance evaluation.
3. Perform measurements, calibration, and characterisation of components and systems using standard RF test instruments.
4. Interpret test results, identify performance gaps, and implement design enhancements or corrective actions.
5. Collaborate with engineering, production, and quality teams to ensure designs are manufacturable, scalable, and cost-efficient.
6. Explore emerging technologies and materials to drive innovation and improve future product designs.

Prime Skills

- | | |
|--|---|
| 1. Emerging Technology Synthesis | 10. Network Simulation and Modelling |
| 2. GIS and Mapping Tools | 11. Networking Fundamentals |
| 3. Infrastructure Deployment | 12. Project Management |
| 4. Infrastructure Design | 13. Prompt Engineering |
| 5. Link Budget Analysis | 14. Propagation Modelling |
| 6. Microwave Link Design | 15. Quality Assurance and Quality Control |
| 7. Network Configuration and Troubleshooting | 16. Radio Frequency Engineering |
| 8. Network Design and Planning | 17. Spectrum Management |
| 9. Network Security | 18. TCP/ IP and Networking Protocols |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • Site Assessment and Analysis	• Cisco Certified Network Associate (CCNA)

2. Access Network Manager (Wireless)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	• Cisco Certified Network Associate (CCNA)

3. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • Engineering Drawing and Design Specifications • Engineering Drawing Interpretation	N/A – no additional certifications are mandatory for this role

4. RAN Engineer

Additional Skills:	Additional Certifications:
• Big Data Analytics • Capacity Planning • Drive Testing	N/A – no additional certifications are mandatory for this role

5. RF Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Failure Analysis	N/A – no additional certifications are mandatory for this role

6. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • Site Assessment and Analysis	• Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Core Network Engineer (IP)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	• Cisco Certified Network Associate (CCNA)

8. Core Network Engineer (Mobile)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	• Cisco Certified Network Associate (CCNA)

9. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

10. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

12. Customer Service Executive

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

14. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

15. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

16. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

17. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

18. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

22. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

23. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

24. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

26. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

27. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

28. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

29. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

30. Access Network Architect (Wireless)

Additional Skills:	Additional Certifications:
• Infrastructure Strategy • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Associate (CCNA) • Cisco Certified Network Professional (CCNP)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

32. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

RAN Engineer



Infrastructure

Services

Support

Customer

Cluster



Access Network (Wireless)

Job Purpose



Develop and upkeep RAN infrastructure.

Key Activities

1. Design, develop, and optimize Radio Access Network (RAN) architectures for new and existing telecom networks.
2. Ensure RAN network components (e.g., base stations, radio controllers, antennas) are integrated seamlessly with the core network.
3. Design and implement RAN features, ensuring they meet technical requirements for mobile data and voice service.
4. Manage the installation, configuration, and integration of RAN hardware and software systems.
5. Perform network optimization and tuning tasks to ensure maximum coverage, capacity, and quality of service.
6. Ensure that RAN equipment is well-maintained and functioning optimally.

Prime Skills

- | | |
|---|---|
| 1. Big Data Analytics | 12. Network Optimisation |
| 2. Capacity Planning | 13. Network Security |
| 3. Drive Testing | 14. Network Slicing |
| 4. Failure Analysis | 15. Networking Fundamentals |
| 5. GIS and Mapping Tools | 16. Prompt Engineering |
| 6. Infrastructure Deployment | 17. Quality Assurance and Quality Control |
| 7. Infrastructure Development | 18. Radio Frequency Engineering |
| 8. Infrastructure Strategy | 19. System Integration and Configuration |
| 9. Network Administration and Maintenance | 20. Systems Design |
| 10. Network Configuration and Troubleshooting | 21. TCP/ IP and Networking Protocols |
| 11. Network Design and Planning | 22. Wireless Network |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Access Network Engineer (Wireless)**

Additional Skills:	Additional Certifications:
• Fibre Splicing • Propagation Modelling • Spectrum Management	• Cisco Certified Network Associate (CCNA)

2. Access Network Manager (Wireless)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	• Cisco Certified Network Associate (CCNA)

3. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • Engineering Drawing and Design Specifications • Engineering Drawing Interpretation	N/A – no additional certifications are mandatory for this role

4. Microwave Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Microwave Link Design • Network Simulation and Modelling	N/A – no additional certifications are mandatory for this role

5. RF Engineer

Additional Skills:	Additional Certifications:
• Propagation Modelling	N/A – no additional certifications are mandatory for this role

6. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
• Fibre Splicing • Project Management • Site Assessment and Analysis	• Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Core Network Engineer (IP)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	• Cisco Certified Network Associate (CCNA)

8. Core Network Engineer (Mobile)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	• Cisco Certified Network Associate (CCNA)

9. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

10. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A – no additional certifications are mandatory for this role

14. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

15. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

16. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

17. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

18. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

22. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

23. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

24. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

26. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

27. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

28. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

29. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

30. Access Network Architect (Wireless)

Additional Skills:	Additional Certifications:
• Solution Architecture • Solution Design Thinking • Spectrum Management	• Cisco Certified Network Associate (CCNA) • Cisco Certified Network Professional (CCNP)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

32. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

RF Engineer



Infrastructure

Services

Support

Customer

Cluster



Access Network (Wireless)

Job Purpose



Design, plan, and optimise radio frequency RF coverage and capacity within the access network.

Key Activities

1. Design and optimize RF coverage, capacity, and quality for mobile access networks (e.g., 4G, 5G, and beyond).
2. Perform frequency planning, interference analysis, and propagation Modelling to ensure optimal network performance.
3. Analyze drive test data and KPIs to identify performance issues and implement corrective actions.
4. Collaborate with RAN engineers and planners to integrate new sites and technologies into the network.
5. Conduct RF audits, coverage validation, and acceptance testing for new deployments and upgrades.
6. Stay current with emerging wireless technologies, standards, and tools to enhance RF planning and optimisation practices.

Prime Skills

- | | |
|--|---|
| 1. Capacity Planning | 11. Network Slicing |
| 2. Drive Testing | 12. Networking Fundamentals |
| 3. Failure Analysis | 13. Propagation Modelling |
| 4. GIS and Mapping Tools | 14. Quality Assurance and Quality Control |
| 5. Infrastructure Deployment | 15. Radio Frequency Engineering |
| 6. Infrastructure Development | 16. System Integration and Configuration |
| 7. Infrastructure Strategy | 17. Systems Design |
| 8. Network Configuration and Troubleshooting | 18. TCP/ IP and Networking Protocols |
| 9. Network Design and Planning | 19. Wireless Network |
| 10. Network Optimisation | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
- Fibre Splicing - Network Security - Site Assessment and Analysis	Cisco Certified Network Associate (CCNA)

2. Access Network Manager (Wireless)

Additional Skills:	Additional Certifications:
- Business Environment Analytics - Business Intelligence - People and Performance Management	Cisco Certified Network Associate (CCNA)

3. DAS Engineer

Additional Skills:	Additional Certifications:
- DAS Design and Optimisation - Engineering Drawing and Design Specifications - Engineering Drawing Interpretation	N/A – no additional certifications are mandatory for this role

4. Microwave Engineer

Additional Skills:	Additional Certifications:
- Link Budget Analysis - Microwave Link Design - Network Simulation and Modelling	N/A – no additional certifications are mandatory for this role

5. RAN Engineer

Additional Skills:	Additional Certifications:
- Big Data Analytics - Network Administration and Maintenance - Network Security	N/A – no additional certifications are mandatory for this role

6. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
- Fibre Splicing - Network Security - Project Management	Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Core Network Engineer (IP)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	• Cisco Certified Network Associate (CCNA)

8. Core Network Engineer (Mobile)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Automation • Network Virtualisation	• Cisco Certified Network Associate (CCNA)

9. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

10. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

12. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

14. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

15. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

16. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

17. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

18. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

22. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

23. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

24. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

26. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

27. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Regulatory Risk Assessment - Risk Governance	N/A - no additional certifications are mandatory for this role

28. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

29. Risk Executive

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A - no additional certifications are mandatory for this role

30. Access Network Architect (Wireless)

Additional Skills:	Additional Certifications:
- Solution Architecture - Solution Design Thinking - Spectrum Management	- Cisco Certified Network Associate (CCNA) - Cisco Certified Network Professional (CCNP)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. NaaS Product Solution Architect**Additional Skills:**

- Product Design and Development
- Product Lifecycle Management
- Product Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

32. NaaS Product Development Specialist**Additional Skills:**

- Product Design and Development
- Product Lifecycle Management
- Product Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Core Network Architect (IP)



Infrastructure

Services

Support

Customer

Cluster



Core Network (IP)

Job Purpose



Design and define architecture for IP backbone networks.

Key Activities

1. Design and evolve the company's national IP network, including backbone, aggregation, and data center connectivity, ensuring reliability and future scalability.
2. Develop overall architecture for IP routing, traffic flows, and service delivery, supporting mobile, fixed, and enterprise services.
3. Define standards for network performance, quality of service, and security, ensuring stable and predictable service quality.
4. Plan and oversee network growth, including capacity planning, technology upgrades, and long-term evolution strategies.
5. Work closely with mobile core, service platforms, and data center teams to ensure seamless integration across the network.
6. Drive modernisation initiatives, including automation, software-defined networking, and adoption of new IP technologies.
7. Lead vendor and technology evaluations, assessing network platforms, solutions, and long-term support capabilities.
8. Provide architectural governance and guidance, reviewing designs, supporting deployments, and ensuring compliance with internal and regulatory standard.

Prime Skills

- | | |
|----------------------------------|---|
| 1. Capacity Planning | 13. Networking Fundamentals |
| 2. Cloud Computing | 14. Process Automation |
| 3. Emerging Technology Synthesis | 15. Prompt Engineering |
| 4. Infrastructure Design | 16. Quality Assurance and Quality Control |
| 5. Infrastructure Development | 17. Solution Architecture |
| 6. Infrastructure Strategy | 18. Solution Design Thinking |
| 7. IP/MPLS Architecture | 19. System Integration and Configuration |
| 8. Network Automation | 20. Systems Design |
| 9. Network Design and Planning | 21. TCP/ IP and Networking Protocols |
| 10. Network Optimisation | 22. Test Planning |
| 11. Network Security | 23. Vendor Management |
| 12. Network Virtualisation | |

Certification(s)

- Cisco Certified Network Associate (CCNA)
- Cisco Certified Network Professional (CCNP)
- Cisco Certified Internetwork Expert (CCIE)

CAREER MOBILITY OPTIONS**1. Customer Experience Manager****Additional Skills:**

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Customer Service Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Customer Support Manager**Additional Skills:**

- Customer Management
- Service Level Management
- Service Quality Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Compliance Manager**Additional Skills:**

- Audit Management
- Compliance Reporting
- Knowledge of Legal and Compliance

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

7. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

8. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

9. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

10. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

11. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Network Architect

Additional Skills:	Additional Certifications:
• Infrastructure Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

13. Network Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A – no additional certifications are mandatory for this role

14. NOC Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A – no additional certifications are mandatory for this role

15. NaaS Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A – no additional certifications are mandatory for this role

16. Core Network Manager (IP)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Core Network Engineer (IP)



Infrastructure

Services

Support

Customer

Cluster



Core Network (IP)

Job Purpose



Design, configure and deploy IP backbone networks for mobile, fixed and enterprise services.

Key Activities

1. Configure and integrate IP/MPLS backbone and related protocols.
2. Plan and deploy routers, switches, and firewalls for IP core networks.
3. Execute deployment of enterprise data center networks and IP transport for mobile core.
4. Perform system integration testing, interoperability, and end-to-end service validation.
5. Troubleshoot IP network issues during deployment and provide support during acceptance and post-deployment phases.

Prime Skills

- | | |
|--|---|
| 1. Cloud Computing | 10. Networking Fundamentals |
| 2. Failure Analysis | 11. Process Automation |
| 3. Infrastructure Deployment | 12. Programming |
| 4. Network Automation | 13. Coding and Scripting |
| 5. Network Configuration and Troubleshooting | 14. Quality Assurance and Quality Control |
| 6. Network Design and Planning | 15. System Integration and Configuration |
| 7. Network Optimisation | 16. TCP/ IP and Networking Protocols |
| 8. Network Security | 17. Test Planning |
| 9. Network Virtualisation | 18. Vendor Management |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS**1. Core Network Architect (IP)**

Additional Skills:	Additional Certifications:
• IP/MPLS Architecture • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Professional (CCNP) • Cisco Certified Internetwork Expert (CCIE)

2. Core Network Manager (IP)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

3. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

4. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

6. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

9. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

10. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

11. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

12. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

14. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

15. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

16. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Core Network Manager (IP)



Infrastructure

Services

Support

Customer

Cluster



Core Network (IP)

Job Purpose



Manage the IP backbone networks that deliver transport for mobile, fixed and enterprise services.

Key Activities

1. Lead the implementation and integration of the company's IP/MPLS backbone, including routing protocols, resiliency, and network expansion activities.
2. Plan and manage QoS, traffic engineering, and performance optimization for backbone, aggregation, and edge networks.
3. Define and enforce configuration standards, acceptance criteria, change procedures, and rollback plans to ensure safe and reliable network delivery.
4. Drive network automation and operational efficiency, collaborating with engineering teams to improve workflows and reduce manual tasks.
5. Coordinate with cross-functional teams (transport, mobile core, cybersecurity, cloud, field operations) to ensure network readiness for new services and capacity needs.
6. Manage vendor performance and technical support engagements, ensuring timely resolution of issues and delivery of projects.

Prime Skills

- | | |
|--|---|
| 1. Cloud Computing | 12. Networking Fundamentals |
| 2. Failure Analysis | 13. Process Automation |
| 3. Infrastructure Deployment | 14. Programming |
| 4. Network Automation | 15. Coding and Scripting |
| 5. Network Configuration and Troubleshooting | 16. Quality Assurance and Quality Control |
| 6. Network Design and Planning | 17. System Integration and Configuration |
| 7. Network Optimisation | 18. TCP/ IP and Networking Protocols |
| 8. Network Security | 19. Test Planning |
| 9. Network Virtualisation | 20. Vendor Management |
| 10. Network Security | 21. Test Planning |
| 11. Network Virtualisation | 22. Vendor Management |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS**1. Customer Experience Manager****Additional Skills:**

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Customer Service Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Customer Support Manager**Additional Skills:**

- Customer Management
- Service Level Management
- Service Quality Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Compliance Manager**Additional Skills:**

- Audit Management
- Compliance Reporting
- Knowledge of Legal and Compliance

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Corporate Communications Manager

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

7. Data Privacy Manager

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

8. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

9. Government Affairs Manager

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Regulatory Risk Assessment - Risk Governance	- Public Policy - Public Administration

10. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Regulatory Risk Assessment - Risk Governance	N/A - no additional certifications are mandatory for this role

11. Risk Manager

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Network Architect

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Professional (CCNP) • Cisco Certified Internetwork Expert (CCIE)

13. Network Manager

Additional Skills:	Additional Certifications:
• Incident Management • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

14. NOC Manager

Additional Skills:	Additional Certifications:
• Incident Management • Infrastructure Support • Network Administration and Maintenance	N/A – no additional certifications are mandatory for this role

15. NOC Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Core Network Architect (Mobile)



Infrastructure

Services

Support

Customer

Cluster



Core Network (Mobile)

Job Purpose



Design and define architecture for mobile core networks.

Key Activities

1. Design and evolve the company's 4G/5G Core network, ensuring high performance, reliability, and support for future mobile services.
2. Develop end-to-end architecture for mobile voice, data, and digital services, ensuring consistent user experience and service continuity.
3. Lead the transition to cloud-native and virtualized core platforms, working with vendors and internal teams to modernise legacy systems.
4. Define standards and guidelines for mobility management, voice services, signaling, and interworking across all core network domains.
5. Plan capacity and performance needs, ensuring the network can scale with traffic growth and new service demands.
6. Collaborate with IP transport, data center, and cybersecurity teams to ensure the core network is secure, resilient, and fully integrated.
7. Engage vendors on technology strategy and solution roadmaps, assessing new features and capabilities for adoption.
8. Provide architectural leadership, reviewing designs, supporting major deployments, and ensuring processes meet regulatory and internal requirement.

Prime Skills

- | | |
|----------------------------------|---|
| 1. Capacity Planning | 13. Networking Fundamentals |
| 2. Cloud Computing | 14. Process Automation |
| 3. Emerging Technology Synthesis | 15. Prompt Engineering |
| 4. Infrastructure Design | 16. Quality Assurance and Quality Control |
| 5. Infrastructure Development | 17. Solution Architecture |
| 6. Infrastructure Strategy | 18. Solution Design Thinking |
| 7. Mobile Core Architecture | 19. System Integration and Configuration |
| 8. Network Automation | 20. Systems Design |
| 9. Network Design and Planning | 21. TCP/ IP and Networking Protocols |
| 10. Network Optimisation | 22. Test Planning |
| 11. Network Security | 23. Vendor Management |
| 12. Network Virtualisation | |

Certification(s)

- Cisco Certified Network Associate (CCNA)
- Cisco Certified Network Professional (CCNP)
- Cisco Certified Internetwork Expert (CCIE)

CAREER MOBILITY OPTIONS**1. Access Network Manager (Wireless)****Additional Skills:**

- Propagation Modelling
- Radio Frequency Engineering
- Wireless Network

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Customer Experience Manager**Additional Skills:**

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Customer Service Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Customer Support Manager**Additional Skills:**

- Customer Management
- Service Level Management
- Service Quality Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

7. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

9. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

10. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

15. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

17. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

19. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

20. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

21. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

22. Network Architect

Additional Skills:	Additional Certifications:
• Network Slicing • System Performance Management	N/A - no additional certifications are mandatory for this role

23. Network Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. NOC Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A – no additional certifications are mandatory for this role

25. Naas Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Core Network Engineer (Mobile)



Infrastructure

Services

Support

Customer

Cluster



Core Network (Mobile)

Job Purpose



Plan, deploy and integrate mobile core network element to support 4G/5G services.

Key Activities

1. Plan and deploy mobile core network elements for MSC, Packet-Switched, Evolved Packet Core, IMS etc.
2. Implement NFV-based solutions for virtualised core functions.
3. and integration of 4G/5G packet core components.
4. Perform system integration testing, interoperability, and end-to-end service validation.
5. Troubleshoot issues during deployment and provide support during acceptance and post-deployment phases.

Prime Skills

- | | |
|--|---|
| 1. Cloud Computing | 10. Networking Fundamentals |
| 2. Failure Analysis | 11. Process Automation |
| 3. Infrastructure Deployment | 12. Programming |
| 4. Network Automation | 13. Coding and Scripting |
| 5. Network Configuration and Troubleshooting | 14. Quality Assurance and Quality Control |
| 6. Network Design and Planning | 15. System Integration and Configuration |
| 7. Network Optimisation | 16. TCP/ IP and Networking Protocols |
| 8. Network Security | 17. Test Planning |
| 9. Network Virtualisation | 18. Vendor Management |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS**1. Core Network Architect (Mobile)**

Additional Skills:	Additional Certifications:
• Mobile Core Architecture • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Professional (CCNP) • Cisco Certified Internetwork Expert (CCIE)

2. Core Network Manager (Mobile)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

3. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Radio Frequency Engineering • Spectrum Management • Wireless Network	N/A - no additional certifications are mandatory for this role

4. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • Radio Frequency Engineering • Wireless Network	N/A - no additional certifications are mandatory for this role

5. Microwave Engineer

Additional Skills:	Additional Certifications:
• Microwave Link Design • Network Simulation and Modelling • Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

6. RAN Engineer

Additional Skills:	Additional Certifications:
• Microwave Link Design • Network Simulation and Modelling • Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. RF Engineer

Additional Skills:	Additional Certifications:
• Propagation Modelling • Radio Frequency Engineering • Wireless Network	N/A - no additional certifications are mandatory for this role

8. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

9. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

12. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

15. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

16. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

17. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

18. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

21. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

22. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

24. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

26. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

27. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

28. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

29. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

30. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Core Network Manager (Mobile)



Infrastructure

Services

Support

Customer

Cluster



Core Network (Mobile)

Job Purpose



Manage the mobile core and IMS domains for voice/data services.

Key Activities

1. Lead the implementation, integration, and operations of the company's 4G/5G Core and IMS, ensuring reliability, service quality, and regulatory compliance across all core platforms.
2. Manage delivery and lifecycle activities for EPC, 5G Core and IMS elements including upgrades, expansions, and feature deployments.
3. Oversee performance, capacity planning, and resource utilisation to support customer growth, new services, and network modernisation programs.
4. Ensure consistent standards for signaling, mobility, voice services, and interworking, including change governance, acceptance criteria, and rollback procedures.
5. Coordinate with IP transport, data center, digital services, and cybersecurity teams to ensure end-to-end readiness and cross-domain alignment for mobile services.
6. Drive operational efficiency and automation, improving workflows, monitoring, and fault management across mobile core systems.
7. Manage vendor relationships and technical escalations, ensuring timely support, issue resolution, and adherence to contractual SLAs.

Prime Skills

- | | |
|--|---|
| 1. Business Environment Analytics | 12. Network Virtualisation |
| 2. Business Intelligence | 13. Networking Fundamentals |
| 3. Cloud Computing | 14. People and Performance Management |
| 4. Failure Analysis | 15. Process Automation |
| 5. Infrastructure Deployment | 16. Programming |
| 6. Infrastructure Strategy | 17. Coding and Scripting |
| 7. Network Automation | 18. Quality Assurance and Quality Control |
| 8. Network Configuration and Troubleshooting | 19. System Integration and Configuration |
| 9. Network Design and Planning | 20. TCP/ IP and Networking Protocols |
| 10. Network Optimisation | 21. Test Planning |
| 11. Network Security | 22. Vendor Management |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS**1. Access Network Manager (Wireless)****Additional Skills:**

- Propagation Modelling
- Radio Frequency Engineering
- Wireless Network

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Customer Experience Manager**Additional Skills:**

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Customer Service Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Customer Support Manager**Additional Skills:**

- Customer Management
- Service Level Management
- Service Quality Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

7. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

9. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

10. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

15. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

17. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

19. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

20. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

21. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

22. Network Architect

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	N/A - no additional certifications are mandatory for this role

23. Network Manager

Additional Skills:	Additional Certifications:
• Disaster Recovery Management • Incident Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. NOC Manager

Additional Skills:	Additional Certifications:
• Incident Management • Infrastructure Support • Network Administration and Maintenance	N/A – no additional certifications are mandatory for this role

25. NaaS Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Chargeman



Infrastructure

Services

Support

Customer

Cluster



Data Centre

Job Purpose



Operate, maintain, and ensure the safety and regulatory compliance of electrical installations.

Key Activities

1. Ensure the safe and compliant operation of switchgears, cables, and transformers through rigorous inspection and preventive maintenance programs.
2. Act swiftly to resolve electrical faults and restore power supply, demonstrating strong problem-solving skills during both standard operations and emergency call-outs.
3. Manage and coordinate the construction and commissioning of high-voltage electrical systems, ensuring seamless execution of supply and installation phases.
4. Operate, maintain, and troubleshoot high voltage electrical systems, ensuring optimal performance and minimal downtime.
5. Support the development and execution of electrical expansion initiatives, including managing third-party requests for high voltage connections.

Prime Skills

1. Data Centre Facilities Management
2. Electrical Systems Engineering and Maintenance
3. Predictive Maintenance
4. Preventive Maintenance
5. RCA & Corrective Action (RCCA)
6. Regulatory Compliance
7. Technical Inspection
8. Troubleshooting
9. Waste Management

Certification(s)

- AO, A1, A4 certificate (Low voltage systems – below 1000V)
- BO, B1, B4 certificate (High voltage systems – 11kV or 33kV)

CAREER MOBILITY OPTIONS**1. Customer Service Representative**

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

2. Data Centre Facilities Technician

Additional Skills:	Additional Certifications:
• Asset Management • Building Management Systems (BMS) • Civil Structure Maintenance	N/A - no additional certifications are mandatory for this role

3. Safety Officer

Additional Skills:	Additional Certifications:
• Crisis Management • Emergency Management • Emergency Response	• Green Book • Yellow Book

4. Security Officer

Additional Skills:	Additional Certifications:
• Access Control Management • Crisis Management • Emergency Management	• Certified Security Guards (CSG)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Centre Facilities Technician



Infrastructure

Services

Support

Customer

Cluster



Data Centre

Job Purpose



Maintain and ensure the smooth operation of telecommunication facilities.

Key Activities

1. Perform maintenance and troubleshooting of telecommunications facilities, ensuring the seamless operation of critical infrastructure.
2. Conduct regular inspections, preventive maintenance, and repairs on HVAC, electrical, and other facility systems to ensure optimal performance and compliance with safety standards.
3. Collaborate with engineering and operations teams to identify and address any facility-related issues, ensuring minimal downtime and system reliability.
4. Manage facility safety protocols, including fire protection, emergency power systems, and environmental controls, to maintain a safe working environment.
5. Monitor building systems and equipment performance.
6. Maintain accurate facility documentation, including maintenance logs, system diagrams, and asset management records.

Prime Skills

- | | |
|---|--|
| 1. Asset Management | 8. Predictive Maintenance |
| 2. Building Management Systems (BMS) | 9. Preventive Maintenance |
| 3. Civil Structure Maintenance | 10. Regulatory Compliance |
| 4. Data Centre Facilities Management | 11. System Installation/ Decommissioning |
| 5. Electrical Systems Engineering and Maintenance | 12. Waste Management |
| 6. Failure Analysis | 13. Workplace Safety and Health |
| 7. Mechanical Engineering Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Customer Support Technician**

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Wireless Network	N/A - no additional certifications are mandatory for this role

2. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

3. Chargeman

Additional Skills:	Additional Certifications:
• RCA & Corrective Action (RCCA) • Technical Inspection • Troubleshooting	• AO/ A1/ A4 • BO/ B1/ B4

4. Safety Officer

Additional Skills:	Additional Certifications:
• Crisis Management • Emergency Management • Emergency Response	• Green Book • Yellow Book

5. Security Officer

Additional Skills:	Additional Certifications:
• Access Control Management • Crisis Management • Emergency Management	Certified Security Guards (CSG)

6. Field Technician

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Rigging and Slingsing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Satellite Operations Technician

Additional Skills:	Additional Certifications:
• Ground Station Systems • Satellite Communications Fundamentals • Satellite Systems Engineering	N/A – no additional certifications are mandatory for this role

8. Cable Landing Station Technician

Additional Skills:	Additional Certifications:
• Crisis Management • Fibre Splicing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Safety Officer



Infrastructure

Services

Support

Customer

Cluster



Data Centre

Job Purpose



Ensure a safe working environment by implementing and enforcing health, safety, and environmental (HSE) standards across all telecommunication sites and operation.

Key Activities

1. Develop, implement, and monitor Health, Safety, and Environmental (HSE) policies, procedures, and programs in line with local regulations and industry standards.
2. Conduct regular site inspections and safety audits across telecom towers, data centers, and field operations to identify hazards and ensure compliance.
3. Investigate accidents, incidents, or near-misses, and prepare detailed reports with root cause analysis and corrective action recommendations.
4. Organise and conduct safety training, drills, and toolbox talks for all personnels.
5. Maintain and update safety documentation including risk assessments, method statements, safety checklists, and logs.
6. Ensure emergency preparedness plans and first aid measures are in place and functional.

Prime Skills

- | | |
|-------------------------|---|
| 1. Compliance Reporting | 6. Fire Prevention and Firefighting |
| 2. Crisis Management | 7. Fire Prevention and Firefighting |
| 3. Design for Safety | 8. Regulatory Compliance |
| 4. Emergency Management | 9. Workplace Safety and Health |
| 5. Emergency Response | 10. Workplace Safety and Health Incident Management |

Certification(s)

- Green Book
- Yellow Book

CAREER MOBILITY OPTIONS

1. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

2. Data Centre Facilities Technician

Additional Skills:	Additional Certifications:
• Asset Management • Building Management Systems (BMS) • Data Centre Facilities Management	N/A - no additional certifications are mandatory for this role

3. Security Officer

Additional Skills:	Additional Certifications:
• Access Control Management • Incident Management • Reporting and Documentation	Certified Security Guards (CSG)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Security Officer



Infrastructure

Services

Support

Customer

Cluster



Data Centre

Job Purpose



Safeguard the security of data centre by controlling access, monitoring security systems and responding to incidents.

Key Activities

1. Control and monitor physical access to data centre facilities, including staff, contractors, vendors, and visitors.
2. Enforce security procedures for entry, exit, visitor management, and escorting.
3. Monitor CCTV, access control systems, alarms, and surveillance equipment, and respond to alerts.
4. Conduct regular security patrols and inspections of data centre premises.
5. Respond to security incidents, alarms, and emergencies, following established incident response procedures.
6. Maintain accurate security logs, access records, and incident reports.

Prime Skills

- | | |
|------------------------------|--------------------------------|
| 1. Access Control Management | 4. Emergency Response |
| 2. Crisis Management | 5. Incident Management |
| 3. Emergency Management | 6. Reporting and Documentation |

Certification(s)

Certified Security Guards (CSG)

CAREER MOBILITY OPTIONS

1. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

2. Data Centre Facilities Technician

Additional Skills:	Additional Certifications:
• Asset Management • Building Management Systems (BMS) • Data Centre Facilities Management	N/A - no additional certifications are mandatory for this role

3. Safety Officer

Additional Skills:	Additional Certifications:
• Design for Safety • Workplace Safety and Health • Workplace Safety and Health Incident Management	• Green Book • Yellow Book

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Centre Network Engineer



Infrastructure

Services

Support

Customer

Cluster



Data Centre

Job Purpose



Design, implement, secure and optimise complex network infrastructures that support data centre operations and enterprise connectivity.

Key Activities

1. Design and implement network configurations and infrastructure while defining and enforcing standards.
2. Monitor and troubleshoot network issues to improve performance and reduce outages.
3. Secure network infrastructure by establishing policies in collaboration with Security and partner teams.
4. Plan and coordinate implementation of network technologies and automation based on business needs and growth.
5. Lead complex network and automation upgrades and migration projects.
6. Analyze and resolve complex network and automation issues.
7. Create detailed test plans and operational documentation for complex networks.
8. Support deployment and strategy for Network Management Systems and toolsets.
9. Develop change procedures to ensure minimal service impact during network modifications.

Prime Skills

- | | |
|----------------------------------|--|
| 1. Big Data Analytics | 8. Network Configuration and Troubleshooting |
| 2. Capacity Planning | 9. Network Security |
| 3. Cloud Computing | 10. Network Slicing |
| 4. Data Collection and Analytics | 11. Network Virtualisation |
| 5. Data Engineering | 12. Quality Assurance and Quality Control |
| 6. IT Governance | 13. System Integration and Configuration |
| 7. Network Automation | 14. Testing |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS

1. Data Centre Operations Engineer

Additional Skills:	Additional Certifications:
• Building Management Systems (BMS) • Crisis Management • Data Centre Facilities Management	N/A - no additional certifications are mandatory for this role

2. Data Centre Facilities Engineer

Additional Skills:	Additional Certifications:
• Building Management Systems (BMS) • Crisis Management • Data Centre Facilities Management	N/A - no additional certifications are mandatory for this role

3. Data Centre Manager

Additional Skills:	Additional Certifications:
• Business Continuity Management • Business Environment Analytics • Business Intelligence	N/A - no additional certifications are mandatory for this role

4. Data Centre Architect

Additional Skills:	Additional Certifications:
• Business Continuity Management • Solution Architecture • Solution Design Thinking	N/A - no additional certifications are mandatory for this role

5. Data Centre Network Architect

Additional Skills:	Additional Certifications:
• Business Continuity Management • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Professional (CCNP) • Cisco Certified Internetwork Expert (CCIE)

6. Cloud Network Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Containerisation and Orchestration	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Cloud Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Containerisation and Orchestration	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

8. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

12. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

14. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

15. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

16. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

17. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

21. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

22. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

24. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

26. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

27. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

28. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

29. IaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

30. IaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Network Automation Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Continuous Integration and Continuous Deployment (CI/CD) • Infrastructure as Code (IaC)	N/A - no additional certifications are mandatory for this role

32. Network Engineer

Additional Skills:	Additional Certifications:
• Infrastructure Deployment • Infrastructure Support • Network Administration and Maintenance	N/A - no additional certifications are mandatory for this role

33. Network Security Engineer

Additional Skills:	Additional Certifications:
• Applied Encryption and Cryptography • Security Architecture • Threat Intelligence and Detection	• Cisco Certified Network Professional (CCNP)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Centre Operations Engineer



Infrastructure

Services

Support

Customer

Cluster



Data Centre

Job Purpose



Oversees data centre reliability, disaster recovery and operational efficiency.

Key Activities

1. Oversee the execution of disaster recovery drills and exercises and simulate incidents to diagnose and resolve escalated data centre-related incidents.
2. Develop disaster recovery plans for data centre operations.
3. Oversee resolution of data centre-related incidents involving vendors and analyse incidents to determine patterns and propose recommendations to prevent future occurrences.
4. Optimise the interfaces between the IT equipment and data centre.
5. Identify best practices in data centre operations and management for adoption and recommend enhancements to improve availability and performance.
6. Conduct short- and long-term planning to meet organisation's requirements and business needs.
7. Conduct technical feasibility studies to determine viability, cost, time required and compatibility with organisational needs and requirements.
8. Manage the development of service-level objectives and targets.
9. Monitor service level objectives to ensure that requirements are met or exceeded.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Application | 9. Data Protection Management |
| 2. Building Management Systems (BMS) | 10. Disaster Recovery Management |
| 3. Crisis Management | 11. Incident Management |
| 4. Data Centre Facilities Management | 12. Operations Management |
| 5. Data Engineering | 13. Quality Assurance and Quality Control |
| 6. Data Governance | 14. Service Level Management |
| 7. Data Modelling | 15. Testing |
| 8. Data Privacy and Security | 16. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Data Centre Network Engineer**

Additional Skills:	Additional Certifications:
- Capacity Planning - Cloud Computing - System Integration and Configuration	Cisco Certified Network Associate (CCNA)

2. Data Centre Facilities Engineer

Additional Skills:	Additional Certifications:
- Energy Management and Audit - Failure Analysis - Green Energy Integration	N/A - no additional certifications are mandatory for this role

3. Data Centre Architect

Additional Skills:	Additional Certifications:
- Infrastructure Strategy - Solution Architecture - Solution Design Thinking	N/A - no additional certifications are mandatory for this role

4. Data Centre Manager

Additional Skills:	Additional Certifications:
- Business Continuity Management - Business Environment Analytics - Business Intelligence	N/A - no additional certifications are mandatory for this role

5. Data Centre Network Architect

Additional Skills:	Additional Certifications:
- Business Continuity Management - Capacity Planning - Solution Architecture	- Cisco Certified Network Associate (CCNA) - Cisco Certified Network Professional (CCNP) - Cisco Certified Internetwork Expert (CCIE)

6. Cloud Engineer

Additional Skills:	Additional Certifications:
- Cloud Architecture - Cloud Security - Containerisation and Orchestration	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Cloud Network Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Containerisation and Orchestration	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

8. IT Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Containerisation and Orchestration • Continuous Integration and Continuous Deployment (CI/CD)	N/A - no additional certifications are mandatory for this role

9. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• IT Governance • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

10. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Back-End Technologies • Cloud Computing • Operating System	N/A - no additional certifications are mandatory for this role

11. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

12. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

14. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A – no additional certifications are mandatory for this role

15. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A – no additional certifications are mandatory for this role

16. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

17. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

18. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

20. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

22. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

23. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

24. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

26. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

27. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

28. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

29. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

30. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

32. IaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

33. IaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Centre Facilities Engineer



Infrastructure

Services

Support

Customer

Cluster



Data Centre

Job Purpose



Ensure reliable and efficient operation of facility systems and infrastructure.

Key Activities

1. Perform maintenance and troubleshooting of telecommunications facilities, ensuring the seamless operation of critical infrastructure.
2. Conduct regular inspections, preventive maintenance, and repairs on HVAC, electrical, and other facility systems to ensure optimal performance and compliance with safety standards.
3. Collaborate with engineering and operations teams to identify and address any facility-related issues, ensuring minimal downtime and system reliability.
4. Manage facility safety protocols, including fire protection, emergency power systems, and environmental controls, to maintain a safe working environment.
5. Monitor building systems and equipment performance.
6. Monitor and analyse facility energy consumption, support the implementation of the Energy Management System (EnMS), and prepare required Energy Efficiency and Conservation (EE&C) reports.
7. Maintain accurate facility documentation, including maintenance logs, system diagrams, and asset management records.

Prime Skills

- | | |
|---|--|
| 1. Asset Management | 12. Predictive Maintenance |
| 2. Building Management Systems (BMS) | 13. Preventive Maintenance |
| 3. Cost-Benefit Analysis | 14. RCA & Corrective Action (RCCA) |
| 4. Crisis Management | 15. Regulatory Compliance |
| 5. Data Centre Facilities Management | 16. Reliability Engineering |
| 6. Disaster Recovery Management | 17. Sustainability Management |
| 7. Electrical Systems Engineering and Maintenance | 18. System Installation/ Decommissioning |
| 8. Energy Management and Audit | 19. Vendor Management |
| 9. Failure Analysis | 20. Waste Management |
| 10. Green Energy Integration | 21. Workplace Safety and Health |
| 11. Mechanical Engineering Management | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Data Centre Network Engineer

Additional Skills:

- Capacity Planning
- Cloud Computing
- System Integration and Configuration

Additional Certifications:

Cisco Certified Network Associate (CCNA)

2. Data Centre Operations Engineer

Additional Skills:

- Data Protection Management
- Incident Management
- Operations Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Data Centre Manager

Additional Skills:

- Business Continuity Management
- Business Environment Analytics
- Business Intelligence

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Data Centre Architect

Additional Skills:

- Business Continuity Management
- Solution Architecture
- Solution Design Thinking

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Data Centre Network Architect

Additional Skills:

- Business Continuity Management
- Solution Architecture
- Solution Design Thinking

Additional Certifications:

- Cisco Certified Network Associate (CCNA)
- Cisco Certified Network Professional (CCNP)
- Cisco Certified Internetwork Expert (CCIE)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. IT Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Cloud Computing • Configuration Management	N/A – no additional certifications are mandatory for this role

7. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Incident Management • IT Governance • Operations Management	N/A – no additional certifications are mandatory for this role

8. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Service Quality Management • TCP/ IP and Networking Protocols • Wireless Network	N/A - no additional certifications are mandatory for this role

13. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

14. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

15. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

16. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

17. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

19. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

21. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

22. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

25. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

26. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

27. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

28. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Centre Architect



Infrastructure

Services

Support

Customer

Cluster



Data Centre

Job Purpose



Design and develop advanced data center infrastructures, integrating telecommunications systems and hyperscale architectures to deliver scalable, high-performance, and resilient solutions.

Key Activities

1. Design and develop advanced data center infrastructures that support scalable, high-performance, and resilient solutions.
2. Integrate telecommunications systems into data center designs to enhance connectivity and operational efficiency.
3. Collaborate with cross-functional teams to define architectural standards and best practices for data center operations.
4. Evaluate and select appropriate technologies and vendors to support data center initiatives.
5. Conduct capacity planning and performance analysis to ensure optimal resource utilization.
6. Develop and maintain documentation for data center architecture, including diagrams, specifications, and operational procedures.

Prime Skills

- | | |
|---|---|
| 1. Budget Management and Cost Management | 13. Infrastructure as Code (IaC) |
| 2. Building Management Systems (BMS) | 14. Infrastructure Deployment |
| 3. Business Continuity Management | 15. Infrastructure Design |
| 4. Capacity Planning | 16. Infrastructure Strategy |
| 5. Cloud Computing | 17. Power and Electrical Systems Design |
| 6. Cybersecurity Management | 18. Project Management |
| 7. Data Centre Facilities Management | 19. Quality Assurance and Quality Control |
| 8. Data Collection and Analytics | 20. Solution Architecture |
| 9. Disaster Recovery Management | 21. Solution Design Thinking |
| 10. Eco-Design Principles | 22. Sustainability Management |
| 11. Engineering Drawing and Design Specifications | 23. Systems Design |
| 12. Information Security | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Data Centre Network Architect

Additional Skills:

- Network Automation
- Network Design and Planning
- Security Architecture

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Cloud Manager

Additional Skills:

- Cloud Architecture
- Cloud Security
- Containerisation and Orchestration

Additional Certifications:

Azure Cloud Certification/ AWS Cloud Services/
Google Cloud

3. Customer Experience Manager

Additional Skills:

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Customer Relations Manager

Additional Skills:

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Service Manager

Additional Skills:

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Support Manager

Additional Skills:	Additional Certifications:
• Customer Management • Service Level Management • Service Quality Management	N/A – no additional certifications are mandatory for this role

7. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

8. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

10. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

11. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

16. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

17. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

19. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

20. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

21. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

22. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

23. Iaas Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Centre Manager



Infrastructure

Services

Support

Customer

Cluster



Data Centre

Job Purpose



Responsible for the overall management, operation, and performance of the data centre.

Key Activities

1. Lead data center operations for high availability, resilience, and continuous improvement.
2. Ensure efficient, sustainable performance of critical infrastructure.
3. Manage incident response, disaster recovery, and business continuity plans.
4. Develop and enforce policies, SOPs, SLAs, and regulatory compliance.
5. Plan capacity for power, cooling, space, and workloads with strategic forecasts.
6. Drive innovation to cut costs, boost efficiency, and adopt emerging tech.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Artificial Intelligence Application | 10. Emergency Management |
| 2. Building Management Systems (BMS) | 11. Emerging Technology Synthesis |
| 3. Business Continuity Management | 12. Energy Management and Audit |
| 4. Business Environment Analytics | 13. People and Performance Management |
| 5. Business Intelligence | 14. Project Management |
| 6. Capacity Planning | 15. Regulatory Compliance |
| 7. Crisis Management | 16. Security Governance |
| 8. Data Centre Facilities Management | 17. Sustainability Management |
| 9. Disaster Recovery Management | 18. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Cloud Manager**

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Containerisation and Orchestration	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

2. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

3. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Support Manager

Additional Skills:	Additional Certifications:
• Customer Management • Service Level Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

6. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

9. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

10. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

15. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

17. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

18. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Manager

Additional Skills:

- Knowledge of Regulatory
- Regulatory Risk Assessment
- Risk Governance

Additional Certifications:

- Public Policy
- Public Administration

20. Policy and Regulatory Affairs Manager

Additional Skills:

- Knowledge of Regulatory
- Regulatory Risk Assessment
- Risk Governance

Additional Certifications:

N/A – no additional certifications are mandatory for this role

21. Risk Manager

Additional Skills:

- Regulatory Risk Assessment
- Risk Management
- Risk Reporting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

22. IaaS Product Manager

Additional Skills:

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

23. Network Manager

Additional Skills:

- Network Configuration and Troubleshooting
- Network Design and Planning
- Network Optimisation

Additional Certifications:

Cisco Certified Network Associate (CCNA)

24. NOC Manager

Additional Skills:

- Incident Management
- Infrastructure Support
- Network Configuration and Troubleshooting

Additional Certifications:

Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Centre Network Architect



Infrastructure

Services

Support

Customer

Cluster



Data Centre

Job Purpose



Design and govern the end-to-end network architecture for data centres, ensuring high availability, scalability, security, and performance.

Key Activities

1. Define and design data centre network architectures, including core, aggregation, and access layers.
2. Develop scalable and resilient network designs to support data centre operations, interconnection, and service growth.
3. Ensure network designs meet availability, performance, latency, security, and disaster recovery requirements.
4. Establish and maintain network design standards, reference architectures, and technical guidelines.
5. Evaluate and recommend network technologies, platforms, and vendors, supporting capacity expansion and technology refresh initiatives.
6. Maintain accurate architecture documentation, diagrams, and design records, ensuring compliance with internal policies and industry standards.

Prime Skills

- | | |
|--|---|
| 1. Budget Management and Cost Management | 14. Network Design and Planning |
| 2. Business Continuity Management | 15. Network Optimisation |
| 3. Capacity Planning | 16. Network Slicing |
| 4. Cloud Computing | 17. Network Virtualisation |
| 5. Cybersecurity Management | 18. Network Security |
| 6. Disaster Recovery Management | 19. Project Management |
| 7. Engineering Drawing and Design Specifications | 20. Quality Assurance and Quality Control |
| 8. Information Security | 21. Security Architecture |
| 9. Infrastructure as Code (IaC) | 22. Solution Architecture |
| 10. Infrastructure Deployment | 23. Solution Design Thinking |
| 11. Infrastructure Design | 24. Systems Design |
| 12. Infrastructure Strategy | 25. TCP/ IP and Networking Protocols |
| 13. Network Automation | |

Certification(s)

- Cisco Certified Network Associate (CCNA)
- Cisco Certified Network Professional (CCNP)
- Cisco Certified Internetwork Expert (CCIE)

CAREER MOBILITY OPTIONS

1. Data Centre Architect

Additional Skills:

- Building Management Systems (BMS)
- Data Centre Facilities Management
- Power and Electrical Systems Design

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Data Centre Manager

Additional Skills:

- Artificial Intelligence Application
- Crisis Management
- Energy Management and Audit
- People and Performance Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Cloud Architect

Additional Skills:

- Cloud Architecture
- Cloud Security
- Containerisation and Orchestration

Additional Certifications:

Azure Cloud Certification/ AWS Cloud Services/
Google Cloud

4. Cloud Manager

Additional Skills:

- Cloud Architecture
- Cloud Security
- Containerisation and Orchestration

Additional Certifications:

Azure Cloud Certification/ AWS Cloud Services/
Google Cloud

5. Customer Experience Manager

Additional Skills:

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

7. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Support Manager

Additional Skills:	Additional Certifications:
- Customer Management - Service Level Management - Service Quality Management	N/A – no additional certifications are mandatory for this role

9. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

13. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

19. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

20. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

21. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

22. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

23. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Risk Manager

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A - no additional certifications are mandatory for this role

25. IaaS Product Manager

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A - no additional certifications are mandatory for this role

26. Network Architect

Additional Skills:	Additional Certifications:
- System Performance Management - Threat Intelligence and Detection	N/A - no additional certifications are mandatory for this role

27. Network Manager

Additional Skills:	Additional Certifications:
- Business Environment Analytics - Business Intelligence - People and Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Network Administrator



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Manage and control admin access to maintain network security.

Key Activities

1. Manage and control administrative access to network resources, ensuring compliance with security policies.
2. Monitor network performance and troubleshoot issues to maintain optimal operation.
3. Implement and manage security protocols, including firewalls, VPNs, and intrusion detection systems.
4. Conduct regular security audits and assessments to identify vulnerabilities and recommend improvements.
5. Collaborate with IT teams to develop and enforce network security policies and procedures.

Prime Skills

- | | |
|--|-------------------------------------|
| 1. Access Control Management | 6. Networking Fundamentals |
| 2. Infrastructure Support | 7. Operations Management |
| 3. Network Administration and Maintenance | 8. Prompt Engineering |
| 4. Network Configuration and Troubleshooting | 9. TCP/ IP and Networking Protocols |
| 5. Network Security | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Network Analyst

Additional Skills:	Additional Certifications:
• Failure Analysis • Network Analysis • Network Optimisation	N/A - no additional certifications are mandatory for this role

2. NOC Technician

Additional Skills:	Additional Certifications:
• Incident Management • Quality Assurance and Quality Control • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

3. Network Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Infrastructure Deployment	• Cisco Certified Network Associate (CCNA)

4. Network Security Engineer

Additional Skills:	Additional Certifications:
• Applied Encryption and Cryptography • Cloud Computing • Cloud Security	• Cisco Certified Network Associate (CCNA) • Cisco Certified Network Professional (CCNP)

5. TAC Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • RCA & Corrective Action (RCCA)	• Cisco Certified Network Associate (CCNA)

6. Customer Support Technician

Additional Skills:	Additional Certifications:
• Preventive Maintenance • RCA & Corrective Action (RCCA) • Troubleshooting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Customer Experience Management • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

8. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A – no additional certifications are mandatory for this role

9. Satellite Controller

Additional Skills:	Additional Certifications:
• Satellite Communications Fundamentals • Satellite Systems Engineering • Telemetry, Tracking & Command	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Network Analyst



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Manage network operations, troubleshooting, upgrades, service recovery, and performance reporting.

Key Activities

1. Monitor network performance and analyze traffic patterns to identify areas for improvement.
2. Troubleshoot and resolve network issues, ensuring minimal downtime and disruption.
3. Assist in the design and implementation of network solutions that meet organisational needs.
4. Manage network configurations, including routers, switches, and firewalls.
5. Conduct regular network assessments and audits to ensure compliance with security policies.

Prime Skills

1. Capacity Planning
2. Data Collection and Analytics
3. Failure Analysis
4. Network Administration and Maintenance
5. Network Analysis
6. Network Configuration and Troubleshooting
7. Network Optimisation
8. Network Security
9. Networking Fundamentals
10. Process Automation
11. Prompt Engineering
12. Reporting and Documentation
13. TCP/ IP and Networking Protocols

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Network Administrator**

Additional Skills:	Additional Certifications:
• Access Control Management • Infrastructure Support • Operations Management	N/A - no additional certifications are mandatory for this role

2. NOC Technician

Additional Skills:	Additional Certifications:
• Incident Management • Quality Assurance and Quality Control • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

3. QA Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Quality Assurance and Quality Control • Test Planning	N/A - no additional certifications are mandatory for this role

4. Network Automation Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Continuous Integration and Continuous Deployment (CI/CD) • DevOps	Cisco Certified Network Associate (CCNA)

5. Customer Support Technician

Additional Skills:	Additional Certifications:
• Preventive Maintenance • RCA & Corrective Action (RCCA) • Troubleshooting	N/A - no additional certifications are mandatory for this role

6. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Customer Experience Management • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A – no additional certifications are mandatory for this role

8. Satellite Controller

Additional Skills:	Additional Certifications:
• Ground Station Systems • Satellite Systems Engineering • Telemetry, Tracking & Command	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

NOC Technician



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Monitor and manage network operations from a network operations centre (NOC), troubleshoot and resolve technical issues, and ensure continuous network performance and reliability.

Key Activities

1. Monitor network operations centre (NOC) systems and infrastructure for performance issues, outages, and anomalies.
2. Respond to network alerts, alarms, and notifications, initiating the appropriate troubleshooting and escalation procedures.
3. Document all incidents and actions taken in the NOC's incident management system for tracking and analysis.
4. Perform first-level troubleshooting of network issues, including initial diagnosis and resolution where possible.

Prime Skills

- | | |
|--|--|
| 1. Data Collection and Analytics | 6. Networking Fundamentals |
| 2. Incident Management | 7. Prompt Engineering |
| 3. Infrastructure Support | 8. Quality Assurance and Quality Control |
| 4. Network Administration and Maintenance | 9. RCA & Corrective Action (RCCA) |
| 5. Network Configuration and Troubleshooting | 10. TCP/ IP and Networking Protocols |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Network Administrator

Additional Skills:	Additional Certifications:
- Access Control Management - Network Security - Operations Management	N/A - no additional certifications are mandatory for this role

2. Network Analyst

Additional Skills:	Additional Certifications:
- Failure Analysis - Network Analysis - Network Optimisation	N/A - no additional certifications are mandatory for this role

3. TAC Engineer

Additional Skills:	Additional Certifications:
- Capacity Planning - Process Automation - System Integration and Configuration	Cisco Certified Network Associate (CCNA)

4. Network Engineer

Additional Skills:	Additional Certifications:
- Cloud Computing - Configuration Management - Infrastructure Deployment	Cisco Certified Network Associate (CCNA)

5. Network Security Engineer

Additional Skills:	Additional Certifications:
- Applied Encryption and Cryptography - Cloud Computing - Cloud Security	- Cisco Certified Network Associate (CCNA) - Cisco Certified Network Professional (CCNP)

6. Customer Support Technician

Additional Skills:	Additional Certifications:
- Preventive Maintenance - Troubleshooting - Wireless Network	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Customer Experience Management • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

8. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

9. Field Technician

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Rigging and Slings	N/A - no additional certifications are mandatory for this role

10. Satellite Controller

Additional Skills:	Additional Certifications:
• Satellite Communications Fundamentals • Satellite Systems Engineering • Telemetry, Tracking & Command	N/A - no additional certifications are mandatory for this role

11. Satellite Operations Technician

Additional Skills:	Additional Certifications:
• Ground Station Systems • Satellite Communications Fundamentals • Satellite Systems Engineering	N/A - no additional certifications are mandatory for this role

12. Cable Landing Station Technician

Additional Skills:	Additional Certifications:
• Equipment Management • Predictive Maintenance • Preventive Maintenance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Field Technician (Submarine Network)

Additional Skills:	Additional Certifications:
• Marine Surveying • Offshore Equipment • Offshore Safety and Health	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Network Automation Engineer



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Enhance the efficiency and reliability of network infrastructure through the development and deployment of software and automation tools.

Key Activities

1. Design, develop, and implement automation workflows to streamline network operations and processes.
2. Collaborate with network engineering teams to identify opportunities for automation, ensuring alignment with business objectives and network architecture standards.
3. Perform rigorous testing of automation scripts and tools in a lab environment before deployment in production to ensure reliability and efficiency.
4. Manage and maintain the network automation infrastructure, including version control systems and automation servers, to ensure high availability and performance.
5. Develop custom scripts to automate data collection for network performance monitoring and generate reports for analysis by the network operations team.
6. Implement security practices within automation workflows to safeguard network data and infrastructure from unauthorized access or breaches.
7. Troubleshoot and resolve issues within automated processes, applying debugging tools and techniques to ensure minimal disruption to network services.
8. Document automation processes, including code comments, user manuals, and operational procedures, to ensure knowledge transfer and adherence to best practices within the team.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 13. Network Security |
| 2. Artificial Intelligence Application | 14. Network Slicing |
| 3. Cloud Computing | 15. Network Virtualisation |
| 4. Configuration Management | 16. Process Automation |
| 5. Continuous Integration and Continuous Deployment (CI/CD) | 17. Programming, Coding and Scripting |
| 6. DevOps | 18. Prompt Engineering |
| 7. Infrastructure as Code (IaC) | 19. Quality Assurance and Quality Control |
| 8. Infrastructure Deployment | 20. Systems Design |
| 9. Network Configuration and Troubleshooting | 21. TCP/ IP and Networking Protocols |
| 10. Network Design and Planning | 22. Testing |
| 11. Network Optimisation | 23. Version Control |
| 12. Network Orchestration and Automation | |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS

1. Network Security Engineer

Additional Skills:

- Applied Encryption and Cryptography
- Cloud Security
- Disaster Recovery Management

Additional Certifications:

Cisco Certified Network Professional (CCNP)

2. QA Engineer

Additional Skills:

- Firmware Testing and Validation
- Technical Inspection
- Test Planning

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Network Architect

Additional Skills:

- Security Architecture
- Solution Architecture
- Solution Design Thinking

Additional Certifications:

- Cisco Certified Network Professional (CCNP)
- Cisco Certified Internetwork Expert (CCIE)

4. Network Manager

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- Emerging Technology Synthesis

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Customer Experience Executive

Additional Skills:

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

8. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
- Customer Management - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

9. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
- Predictive Maintenance - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

10. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

13. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

14. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

19. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

20. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

21. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

22. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

23. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

25. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

26. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

27. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Network Engineer



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Deploy and configure network infrastructure to ensure high availability and performance.

Key Activities

1. Monitor network performance and availability, ensuring high levels of service and uptime.
2. Troubleshoot and resolve network issues, minimizing downtime and impact on business operations.
3. Conduct regular network assessments and performance tuning to optimize operations.
4. Collaborate with IT teams to develop and implement network policies, procedures, and best practices.
5. Maintain documentation of network configurations, changes, and incidents.
6. Deploy network infrastructure including routers, switches, firewalls, wireless access points, and structured cabling.
7. Configure, test, and troubleshoot network hardware and software components before and after deployment.
8. Ensure deployments meet performance, security, and compliance standards.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Application | 10. Network Design and Planning |
| 2. Big Data Analytics | 11. Network Security |
| 3. Cloud Computing | 12. Network Slicing |
| 4. Configuration Management | 13. Network Virtualisation |
| 5. Emerging Technology Monitoring | 14. Networking Fundamentals |
| 6. Infrastructure Deployment | 15. Project Management |
| 7. Infrastructure Support | 16. Prompt Engineering |
| 8. Network Administration and Maintenance | 17. Quality Assurance and Quality Control |
| 9. Network Configuration and Troubleshooting | 18. TCP/ IP and Networking Protocols |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS

1. Network Automation Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Continuous Integration and Continuous Deployment (CI/CD) • DevOps	N/A – no additional certifications are mandatory for this role

2. Network Security Engineer

Additional Skills:	Additional Certifications:
• Applied Encryption and Cryptography • Cloud Security • Disaster Recovery Management	Cisco Certified Network Professional (CCNP)

3. QA Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Technical Inspection • Test Planning	N/A – no additional certifications are mandatory for this role

4. TAC Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Incident Management • RCA & Corrective Action (RCCA)	N/A – no additional certifications are mandatory for this role

5. Network Architect

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Professional (CCNP) • Cisco Certified Internetwork Expert (CCIE)

6. Network Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Emerging Technology Synthesis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Transmission Engineer

Additional Skills:	Additional Certifications:
• System Installation/ Decommissioning • System Integration and Configuration • System Performance Management	N/A - no additional certifications are mandatory for this role

8. Transmission Network Planner

Additional Skills:	Additional Certifications:
• Capacity Planning • GIS and Mapping Tools • Infrastructure Design	N/A - no additional certifications are mandatory for this role

9. Core Network Engineer (Mobile)

Additional Skills:	Additional Certifications:
• Network Automation • Network Optimisation • Process Automation	N/A - no additional certifications are mandatory for this role

10. Core Network Engineer (IP)

Additional Skills:	Additional Certifications:
• Network Automation • Network Optimisation • Process Automation	N/A - no additional certifications are mandatory for this role

11. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
• Fibre Splicing • GIS and Mapping Tools • Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

12. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Propagation Modelling • Radio Frequency Engineering • Spectrum Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • Propagation Modelling • Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

14. Microwave Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Microwave Link Design • Propagation Modelling	N/A - no additional certifications are mandatory for this role

15. RAN Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • GIS and Mapping Tools	N/A - no additional certifications are mandatory for this role

16. RF Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Failure Analysis	N/A - no additional certifications are mandatory for this role

17. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

18. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

20. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
- Customer Management - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

21. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
- Predictive Maintenance - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

22. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

23. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

24. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

26. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

27. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

28. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

30. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

32. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

33. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

34. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

35. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

36. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

38. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

39. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Network Security Engineer



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Design, implement and maintain security measures across all network infrastructures.

Key Activities

1. Develop and enforce network security architecture, policies, and standards across all network domains.
2. Configure and maintain firewalls, intrusion detection/prevention systems (IDS/IPS), VPNs, and secure access controls.
3. Implement encryption protocols and secure authentication mechanisms for network devices and services.
4. Continuously monitor network traffic for anomalies, vulnerabilities, and potential threats.
5. Respond to security incidents promptly, performing root cause analysis and remediation.
6. Recommend and implement improvements to strengthen network security posture.

Prime Skills

- | | |
|---|---|
| 1. Applied Encryption and Cryptography | 12. Network Design and Planning |
| 2. Cloud Computing | 13. Network Security |
| 3. Cloud Security | 14. Network Slicing |
| 4. Configuration Management | 15. Network Virtualisation |
| 5. Disaster Recovery Management | 16. Networking Fundamentals |
| 6. Emerging Technology Monitoring | 17. Project Management |
| 7. Incident Management | 18. Prompt Engineering |
| 8. Infrastructure Deployment | 19. Quality Assurance and Quality Control |
| 9. Infrastructure Support | 20. Security Architecture |
| 10. Network Administration and Maintenance | 21. TCP/ IP and Networking Protocols |
| 11. Network Configuration and Troubleshooting | 22. Threat Intelligence and Detection |

Certification(s)

- Cisco Certified Network Associate (CCNA)
- Cisco Certified Network Professional (CCNP)

CAREER MOBILITY OPTIONS

1. Network Automation Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Continuous Integration and Continuous Deployment (CI/CD) • DevOps	N/A - no additional certifications are mandatory for this role

2. Network Engineer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Application • Big Data Analytics	N/A - no additional certifications are mandatory for this role

3. QA Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Technical Inspection • Test Planning	N/A - no additional certifications are mandatory for this role

4. TAC Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Process Automation • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

5. Network Architect

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	Cisco Certified Internetwork Expert (CCIE)

6. Network Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Emerging Technology Synthesis	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

8. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

9. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

10. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

11. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

12. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

14. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

15. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

16. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

20. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

23. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

24. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

26. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

27. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

28. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

29. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

QA Engineer



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Ensure the reliability and compliance of network operations and management processes.

Key Activities

1. Develop and implement QA processes and standards for network operations and management.
2. Ensure compliance with industry regulations, internal policies, and security requirements.
3. Conduct audits and reviews of network configurations, operational procedures, and documentation.
4. Validate network performance, security, and resilience against defined benchmarks.
5. Prepare QA reports and recommend corrective actions for continuous improvement.
6. Track and manage defects, incidents, and non-conformance issues.

Prime Skills

- | | |
|--|--------------------------------------|
| 1. Audit Management | 8. Regulatory Compliance |
| 2. Firmware Testing and Validation | 9. Reporting and Documentation |
| 3. Networking Fundamentals | 10. TCP/ IP and Networking Protocols |
| 4. Product Testing | 11. Technical Inspection |
| 5. Prompt Engineering | 12. Test Planning |
| 6. Quality Assurance and Quality Control | 13. Testing |
| 7. RCA & Corrective Action (RCCA) | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Network Architect

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Associate (CCNA) • Cisco Certified Network Professional (CCNP) • Cisco Certified Internetwork Expert (CCIE)

2. Network Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Capacity Planning	Cisco Certified Network Associate (CCNA)

3. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

4. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

6. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

24. Network Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Network Design and Planning	Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. TAC Engineer

Additional Skills:	Additional Certifications:
- Incident Management - Infrastructure Support - Network Configuration and Troubleshooting	Cisco Certified Network Associate (CCNA)

26. Network Automation Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - Network Configuration and Troubleshooting - Network Optimisation	Cisco Certified Network Associate (CCNA)

27. Network Security Engineer

Additional Skills:	Additional Certifications:
- Applied Encryption and Cryptography - Cloud Computing - Disaster Recovery Management	- Cisco Certified Network Associate (CCNA) - Cisco Certified Network Professional (CCNP)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

TAC Engineer



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Provide advanced technical support and troubleshooting for network and infrastructure issues escalated from NOC or field teams.

Key Activities

1. Handle escalated tickets from NOC and field engineers for critical network or infrastructure issues.
2. Perform root cause analysis and provide permanent fixes to recurring problems.
3. Offer Level 2/Level 3 support for network, transmission, and passive infrastructure systems.
4. Assist in configuration, integration, and testing of new platforms or upgrades.
5. Ensure adherence to SLAs and regulatory standards.
6. Prepare incident reports and recommend process improvements.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Application | 9. Process Automation |
| 2. Capacity Planning | 10. Programming |
| 3. Data Collection and Analytics | 11. Coding and Scripting |
| 4. Incident Management | 12. Prompt Engineering |
| 5. Infrastructure Support | 13. Quality Assurance and Quality Control |
| 6. Network Administration and Maintenance | 14. RCA & Corrective Action (RCCA) |
| 7. Network Configuration and Troubleshooting | 15. System Integration and Configuration |
| 8. Networking Fundamentals | 16. TCP/ IP and Networking Protocols |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS

1. Network Automation Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Continuous Integration and Continuous Deployment (CI/CD) • DevOps	N/A - no additional certifications are mandatory for this role

2. Network Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Emerging Technology Monitoring • Infrastructure Deployment	N/A - no additional certifications are mandatory for this role

3. Network Security Engineer

Additional Skills:	Additional Certifications:
• Applied Encryption and Cryptography • Cloud Computing • Cloud Security	Cisco Certified Network Professional (CCNP)

4. QA Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Technical Inspection • Test Planning	N/A - no additional certifications are mandatory for this role

5. NOC Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

6. Network Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Network Architect

Additional Skills:	Additional Certifications:
• Cloud Architecture • Solution Architecture • Solution Design Thinking	• Cisco Certified Network Professional (CCNP) • Cisco Certified Internetwork Expert (CCIE)

8. Transmission Engineer

Additional Skills:	Additional Certifications:
• Infrastructure Deployment • Infrastructure Design • Network Design and Planning	N/A - no additional certifications are mandatory for this role

9. Transmission Network Planner

Additional Skills:	Additional Certifications:
• Infrastructure Deployment • Infrastructure Design • Infrastructure Strategy	N/A - no additional certifications are mandatory for this role

10. Core Network Engineer (Mobile)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Optimisation • Network Virtualisation	N/A - no additional certifications are mandatory for this role

11. Core Network Engineer (IP)

Additional Skills:	Additional Certifications:
• Cloud Computing • Network Security • Network Virtualisation	N/A - no additional certifications are mandatory for this role

12. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
• Fibre Splicing • GIS and Mapping Tools • Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Propagation Modelling • Radio Frequency Engineering • Wireless Network	N/A - no additional certifications are mandatory for this role

14. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • Propagation Modelling • Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

15. Microwave Engineer

Additional Skills:	Additional Certifications:
• Microwave Link Design • Network Design and Planning • Network Simulation and Modelling	N/A - no additional certifications are mandatory for this role

16. RAN Engineer

Additional Skills:	Additional Certifications:
• Propagation Modelling • Radio Frequency Engineering • Wireless Network	N/A - no additional certifications are mandatory for this role

17. RF Engineer

Additional Skills:	Additional Certifications:
• Propagation Modelling • Radio Frequency Engineering • Wireless Network	N/A - no additional certifications are mandatory for this role

18. SOC Engineer

Additional Skills:	Additional Certifications:
• Cloud Security • Cyber and Data Breach Incident Management • Cybersecurity Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. BSS Engineer

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Cloud Computing • Configuration Management	N/A - no additional certifications are mandatory for this role

20. OSS Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

21. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

22. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

23. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

24. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

26. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

27. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

28. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

29. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

30. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

32. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

33. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

34. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

35. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

36. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

38. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

39. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

40. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

41. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

42. Field Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Emergency Response • Equipment Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Network Architect



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Design and optimise network infrastructure to align with business goals, enhance performance, and ensure security.

Key Activities

1. Design and develop a high-level network infrastructure blueprint that aligns with the organisation's business goals and technology strategy.
2. Evaluate current network systems and propose enhancements to improve performance, scalability, and security.
3. Lead the planning and implementation of network solutions, including hardware selection, software configuration and integration with existing systems.
4. Collaborate with IT management and stakeholders to understand business requirements and translate them into technical network specifications.
5. Create detailed network documentation, including diagrams, standards, and operational guidelines.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Application | 12. Networking Fundamentals |
| 2. Capacity Planning | 13. Prompt Engineering |
| 3. Cloud Architecture | 14. Quality Assurance and Quality Control |
| 4. Infrastructure Deployment | 15. Security Architecture |
| 5. Infrastructure Design | 16. Solution Architecture |
| 6. Infrastructure Strategy | 17. Solution Design Thinking |
| 7. Network Design and Planning | 18. System Performance Management |
| 8. Network Optimisation | 19. Systems Design |
| 9. Network Security | 20. TCP/ IP and Networking Protocols |
| 10. Network Slicing | 21. Threat Intelligence and Detection |
| 11. Network Virtualisation | |

Certification(s)

- Cisco Certified Network Associate (CCNA)
- Cisco Certified Network Professional (CCNP)
- Cisco Certified Internetwork Expert (CCIE)

CAREER MOBILITY OPTIONS

1. Network Manager

Additional Skills:

- Business Environment Analytics
- Incident Management
- People and Performance Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. NOC Manager

Additional Skills:

- Business Environment Analytics
- Incident Management
- People and Performance Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Core Network Architect (Mobile)

Additional Skills:

- Cloud Computing
- Mobile Core Architecture
- Network Automation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Core Network Manager (Mobile)

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- People and Performance Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Core Network Architect (IP)

Additional Skills:

- Cloud Computing
- IP/MPLS Architecture
- Network Automation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Core Network Manager (IP)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

7. Access Network Manager (Fixed)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

8. Access Network Manager (Wireless)

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

9. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

10. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Customer Support Manager

Additional Skills:	Additional Certifications:
• Customer Management • Service Level Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

13. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

14. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

15. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

16. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

17. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

19. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

22. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

25. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

26. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

27. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

28. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

29. NaaS Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Network Manager



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Oversee the design, implementation, and maintenance of network systems to ensure reliable, secure, and efficient connectivity.

Key Activities

1. Plan and manage network improvements to support business needs and maintain high performance and availability.
2. Oversee the setup, monitoring, and maintenance of network infrastructure and tools.
3. Collaborate with cross-functional teams to resolve network issues and ensure smooth connectivity across services.
4. Ensure network security measures and policies are followed to protect systems and data.
5. Monitor network capacity and performance, identifying opportunities for optimisation and automation.

Prime Skills

- | | |
|---|---|
| 1. Artificial Intelligence Application | 14. Network Optimisation |
| 2. Business Environment Analytics | 15. Network Security |
| 3. Business Intelligence | 16. Network Slicing |
| 4. Capacity Planning | 17. Network Virtualisation |
| 5. Cloud Computing | 18. Networking Fundamentals |
| 6. Disaster Recovery Management | 19. People and Performance Management |
| 7. Emerging Technology Synthesis | 20. Process Automation |
| 8. Incident Management | 21. Programming |
| 9. Infrastructure Deployment | 22. Coding and Scripting |
| 10. Infrastructure Design | 23. Prompt Engineering |
| 11. Infrastructure Strategy | 24. Quality Assurance and Quality Control |
| 12. Network Configuration and Troubleshooting | 25. Regulatory Compliance |
| 13. Network Design and Planning | 26. TCP/ IP and Networking Protocols |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS

1. NOC Manager

Additional Skills:	Additional Certifications:
- RCA & Corrective Action (RCCA) - System Integration and Configuration	N/A - no additional certifications are mandatory for this role

2. Transmission Manager

Additional Skills:	Additional Certifications:
- Network Simulation and Modelling - Propagation Modelling - Site Assessment and Analysis	N/A - no additional certifications are mandatory for this role

3. Core Network Manager (Mobile)

Additional Skills:	Additional Certifications:
- Network Automation - System Integration and Configuration	N/A - no additional certifications are mandatory for this role

4. Core Network Manager (IP)

Additional Skills:	Additional Certifications:
- Network Automation - System Integration and Configuration	N/A - no additional certifications are mandatory for this role

5. Access Network Manager (Fixed)

Additional Skills:	Additional Certifications:
- GIS and Mapping Tools - Infrastructure Development	N/A - no additional certifications are mandatory for this role

6. Access Network Manager (Wireless)

Additional Skills:	Additional Certifications:
- Propagation Modelling - Radio Frequency Engineering - Spectrum Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

8. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

9. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

10. Customer Support Manager

Additional Skills:	Additional Certifications:
• Customer Management • Service Level Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

11. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

12. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

14. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

15. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

20. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

21. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

22. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

23. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

24. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

26. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

27. NaaS Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

NOC Manager



Infrastructure

Services

Support

Customer

Cluster



Network Operations and Management

Job Purpose



Manage and oversee network operations centre (NOC) activities, lead a team of technicians and engineers, and ensure optimal network performance, incident response and service delivery.

Key Activities

1. Lead the daily operations of the Network Operations Centre (NOC), maintain optimal network availability, reliability, and performance.
2. Lead and manage the NOC team, including hiring, training, scheduling, and performance evaluation of NOC engineers and technicians.
3. Develop and implement NOC policies, procedures, and best practices to maintain high service levels and operational efficiency.
4. Manage the response to network incidents and outages in line with SLAs, ensuring timely resolution and communication with stakeholders.
5. Oversee the deployment and optimisation of network monitoring tools and systems to proactively identify and address potential issues.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Application | 11. People and Performance Management |
| 2. Business Environment Analytics | 12. Process Automation |
| 3. Business Intelligence | 13. Programming |
| 4. Capacity Planning | 14. Coding and Scripting |
| 5. Data Collection and Analytics | 15. Prompt Engineering |
| 6. Incident Management | 16. Quality Assurance and Quality Control |
| 7. Infrastructure Support | 17. RCA & Corrective Action (RCCA) |
| 8. Network Administration and Maintenance | 18. System Integration and Configuration |
| 9. Network Configuration and Troubleshooting | 19. TCP/ IP and Networking Protocols |
| 10. Networking Fundamentals | |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS**1. Network Manager****Additional Skills:**

- Infrastructure Deployment
- Infrastructure Design
- Infrastructure Strateg

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Transmission Manager**Additional Skills:**

- Infrastructure Deployment
- Infrastructure Design
- Infrastructure Strategy

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Core Network Manager (Mobile)**Additional Skills:**

- Cloud Computing
- Network Automation
- Network Virtualisation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Core Network Manager (IP)**Additional Skills:**

- Cloud Computing
- Network Optimisation
- Network Virtualisation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Access Network Manager (Fixed)**Additional Skills:**

- Infrastructure Deployment
- Infrastructure Development
- Infrastructure Strategy

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Access Network Manager (Wireless)

Additional Skills:	Additional Certifications:
• Propagation Modelling • Radio Frequency Engineering • Spectrum Management	N/A - no additional certifications are mandatory for this role

7. SOC Manager

Additional Skills:	Additional Certifications:
• Cloud Security • Cyber and Data Breach Incident Management • Cybersecurity Management	N/A - no additional certifications are mandatory for this role

8. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

9. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

10. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Support Manager

Additional Skills:	Additional Certifications:
• Customer Management • Service Level Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

13. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

14. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

15. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

16. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

19. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

21. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

23. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

25. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

26. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

27. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

28. Naas Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Structural Engineer



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Construction)

Job Purpose



Plan, design, and build the structural framework for the company's telecommunication network.

Key Activities

1. Plan and design the structural framework for telecommunications towers, antenna masts, poles, and other supporting infrastructure.
2. Develop detailed designs and specifications for the construction of telecom structures, ensuring that all designs meet local and international standards, as well as safety and regulatory requirements.
3. Conduct structural analysis to ensure the integrity and stability of designs under various environmental conditions.
4. Perform load calculations, structural analysis, and simulations to determine the optimal materials and dimensions for telecom infrastructure components.
5. Use specialised software and tools to perform structural simulations and validate the design under real-world conditions.
6. Evaluate existing structures for potential retrofitting or modifications to accommodate new telecommunications equipment.
7. Ensure that all designs and construction processes comply with local building codes and industry-specific standard.

Prime Skills

- | | |
|--|---|
| 1. Civil and Structural Engineering Management | 10. Quality Assurance and Quality Control |
| 2. Civil Structure Maintenance | 11. Regulatory Compliance |
| 3. Design for Safety | 12. Risk Management |
| 4. Eco-Design Principles | 13. Safety Assessment |
| 5. Engineering Drawing and Design Specifications | 14. Structural Analysis and Simulation |
| 6. Inclement Weather Operational and Planning | 15. Structural Testing |
| 7. Infrastructure Design | 16. Sustainability Management |
| 8. Infrastructure Strategy | 17. Workplace Safety and Health |
| 9. Infrastructure Support | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Structural Manager****Additional Skills:**

- Business Environment Analytics
- Business Intelligence
- People and Performance Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Infrastructure Designer**Additional Skills:**

- Digital and Physical Prototyping
- Site Assessment and Analysis
- Wireless Network

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. OSP Planner**Additional Skills:**

- Capacity Planning
- GIS and Mapping Tools
- Site Assessment and Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Project Engineer**Additional Skills:**

- Contract Management
- Engineering
- Procurement and Construction Management
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. QA Specialist**Additional Skills:**

- Firmware Testing and Validation
- Non-Conformance Management
- Test Planning

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Demand Planner

Additional Skills:	Additional Certifications:
• Capacity Planning • Demand and Supply Analysis • Forecasting	N/A - no additional certifications are mandatory for this role

7. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

8. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

9. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

10. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

11. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

13. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

14. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

15. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

16. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

19. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

20. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

23. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

25. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

26. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

27. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Structural Manager



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Construction)

Job Purpose



Supervise the design, evaluation and construction of network facility structures such as towers, masts, antennas and related equipment.

Key Activities

1. Supervise and lead the design process for telecom network facility structures, ensuring designs meet industry standards, regulatory requirements, and company specifications.
2. Oversee the planning and design of telecommunications infrastructure projects, including towers, masts, poles, and foundations, ensuring alignment with the company's strategic goals.
3. Review and approve structural design plans, calculations, and documentation to ensure all designs meet safety and performance standards.
4. Oversee the implementation of structural projects, including managing construction activities, conducting site inspections, and ensuring that designs are accurately followed.
5. Conduct advanced structural analysis and simulations to validate design decisions and ensure the robustness of telecom infrastructure under varying loads and environmental conditions.
6. Ensure that all designs and construction processes comply with local building codes and industry-specific standard.

Prime Skills

- | | |
|--|---|
| 1. Business Environment Analytics | 11. Infrastructure Strategy |
| 2. Business Intelligence | 12. People and Performance Management |
| 3. Civil and Structural Engineering Management | 13. Quality Assurance and Quality Control |
| 4. Design for Safety | 14. Regulatory Compliance |
| 5. Eco-Design Principles | 15. Risk Management |
| 6. Engineering Drawing and Design Specifications | 16. Safety Assessment |
| 7. Engineering | 17. Structural Analysis and Simulation |
| 8. Procurement and Construction Management | 18. Structural Testing |
| 9. Inclement Weather Operational and Planning | 19. Sustainability Management |
| 10. Infrastructure Design | 20. Workplace Safety and Health |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Field Manager

Additional Skills:	Additional Certifications:
• Crisis Management • RCA & Corrective Action (RCCA) • Troubleshooting	N/A – no additional certifications are mandatory for this role

2. Planning Manager

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Capacity Planning • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

3. Infrastructure Project Manager

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Contract Management • Resource Management	Project Management Professional (PMP)

4. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

5. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Support Manager

Additional Skills:	Additional Certifications:
- Customer Management - Service Level Management - Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

17. Compliance Manager

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

19. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

22. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

23. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Fibre Optic Technician



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Field)

Job Purpose



Perform precise splicing, installation, testing, and maintenance of Fibre optic cables and systems to ensure seamless and efficient network connectivity.

Key Activities

1. Install, terminate, and test fibre optic cables and systems.
2. Read and interpret blueprints, diagrams, work orders, fibre network drawings, and splice diagrams.
3. Perform precise splicing of fibre optic cables using fusion or mechanical techniques.
4. Conduct thorough testing and troubleshooting of fibre optic networks using power meters and specialised equipment.
5. Maintain and repair existing fibre optic infrastructure.
6. Provide technical support and guidance to customers during installations, upgrades, and maintenance.
7. Document all installation, repair, splicing activities, test results, and network changes.
8. Collaborate with other technicians, engineers, and project managers to ensure successful network deployment and maintenance.
9. Troubleshoot and repair fibre optic systems efficiently to minimize downtime.

Prime Skills

- | | |
|--|--|
| 1. Engineering Drawing Interpretation | 8. Sustainable Business Practices |
| 2. Fibre Splicing | 9. System Installation/ Decommissioning |
| 3. Infrastructure Support | 10. System Integration and Configuration |
| 4. Network Configuration and Troubleshooting | 11. Testing |
| 5. Networking Fundamentals | 12. Waste Management |
| 6. Quality Assurance and Quality Control | 13. Workplace Safety and Health |
| 7. Safety Assessment | |

Certification(s)

- CAIC (Indoor)
- CA2C (Outdoor)

CAREER MOBILITY OPTIONS**1. Field Technician**

Additional Skills:	Additional Certifications:
- Civil Structure Maintenance - RCA & Corrective Action (RCCA) - Rigging and Slings	N/A - no additional certifications are mandatory for this role

2. Fibre Optic Engineer

Additional Skills:	Additional Certifications:
- Infrastructure Deployment - Infrastructure Design - Infrastructure Strategy	N/A - no additional certifications are mandatory for this role

3. Field Engineer

Additional Skills:	Additional Certifications:
- Capacity Planning - Inclement Weather Operational and Planning - Rigging and Slings	N/A - no additional certifications are mandatory for this role

4. Customer Service Representative

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Customer Management - Service Excellence	N/A - no additional certifications are mandatory for this role

5. Customer Support Technician

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - RCA & Corrective Action (RCCA) - Wireless Network	N/A - no additional certifications are mandatory for this role

6. Data Centre Facilities Technician

Additional Skills:	Additional Certifications:
- Building Management Systems (BMS) - Data Centre Facilities Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Safety Officer

Additional Skills:	Additional Certifications:
• Design for Safety • Emergency Management • Emergency Response	• Green Book • Yellow Book

8. Chargeman

Additional Skills:	Additional Certifications:
• Data Centre Facilities Management • Electrical Systems Engineering and Maintenance	• AO/ A1/ A4 • BO/ B1/ B4

9. NOC Technician

Additional Skills:	Additional Certifications:
• Incident Management • Network Administration and Maintenance	N/A - no additional certifications are mandatory for this role

10. Network Analyst

Additional Skills:	Additional Certifications:
• Network Analysis • Network Optimisation • Network Security	N/A - no additional certifications are mandatory for this role

11. Network Administrator

Additional Skills:	Additional Certifications:
• Access Control Management • Network Administration and Maintenance • Network Security	N/A - no additional certifications are mandatory for this role

12. Satellite Controller

Additional Skills:	Additional Certifications:
• Knowledge of Satellite Standards & Regulations • Satellite Communications Fundamentals • Telemetry, Tracking & Command	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Satellite Operations Technician

Additional Skills:	Additional Certifications:
• Knowledge of Satellite Standards & Regulations • Satellite Communications Fundamentals • Satellite Systems Engineering	N/A - no additional certifications are mandatory for this role

14. Cable Landing Station Technician

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Field Technician



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Field)

Job Purpose



Maintain and troubleshoot telecommunication network infrastructure for reliable service delivery.

Key Activities

1. Perform field installation, maintenance configuration, and replacement of telecommunication infrastructure components.
2. Conduct preventive maintenance and routine health checks at telecommunication facilities.
3. Perform fault diagnosis and corrective repairs on transmission equipment at height.
4. Perform first-level diagnostics on network and infrastructure and escalate unresolved issues.
5. Assist in collecting logs, verifying connectivity, and ensuring systems return to service after faults.

Prime Skills

- | | |
|--|--|
| 1. Civil Structure Maintenance | 7. Preventive Maintenance |
| 2. Emergency Response | 8. Quality Assurance and Quality Control |
| 3. Network Administration and Maintenance | 9. RCA & Corrective Action (RCCA) |
| 4. Network Configuration and Troubleshooting | 10. Rigging and Slingsing |
| 5. Networking Fundamentals | 11. Troubleshooting |
| 6. Predictive Maintenance | 12. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Fibre Optic Engineer**

Additional Skills:	Additional Certifications:
• Infrastructure Deployment • Infrastructure Design • Infrastructure Strategy	• CA1C (Indoor) • CA2C (Outdoor)

2. Field Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Crisis Management • Disaster Recovery Management	N/A - no additional certifications are mandatory for this role

3. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

4. Customer Support Technician

Additional Skills:	Additional Certifications:
• TCP/ IP and Networking Protocols • Wireless Network	N/A - no additional certifications are mandatory for this role

5. Data Centre Facilities Technician

Additional Skills:	Additional Certifications:
• Building Management Systems (BMS) • Data Centre Facilities Management	N/A - no additional certifications are mandatory for this role

6. Safety Officer

Additional Skills:	Additional Certifications:
• Design for Safety • Emergency Management • Workplace Safety and Health Incident Management	• Green Book • Yellow Book

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Chargeman

Additional Skills:	Additional Certifications:
• Data Centre Facilities Management • Electrical Systems Engineering and Maintenance	• AO/ A1/ A4 • BO/ B1/ B4

8. NOC Technician

Additional Skills:	Additional Certifications:
• Incident Management • Infrastructure Support	N/A - no additional certifications are mandatory for this role

9. Network Analyst

Additional Skills:	Additional Certifications:
• Network Analysis • Network Optimisation • Network Security	N/A - no additional certifications are mandatory for this role

10. Network Administrator

Additional Skills:	Additional Certifications:
• Access Control Management • Network Administration and Maintenance • Network Security	N/A - no additional certifications are mandatory for this role

11. Satellite Controller

Additional Skills:	Additional Certifications:
• Knowledge of Satellite Standards & Regulations • Satellite Communications Fundamentals • Telemetry, Tracking & Command	N/A - no additional certifications are mandatory for this role

12. Satellite Operations Technician

Additional Skills:	Additional Certifications:
• Knowledge of Satellite Standards & Regulations • Satellite Communications Fundamentals • Satellite Systems Engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Cable Landing Station Technician

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Fibre Splicing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Fibre Optic Engineer



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Field)

Job Purpose



Design, plan, and optimise Fibre optic networks for high-performance and cost-effective deployment.

Key Activities

1. Design and plan fibre optic networks to achieve optimal efficiency, performance, and reliability.
2. Perform detailed calculations to determine the most efficient and cost-effective fibre routes.
3. Prepare technical drawings, schematics, and documentation for fibre optic network installations.
4. Conduct site surveys to assess the environment and plan fibre layout in accordance with physical and regulatory constraints.
5. Troubleshoot complex network issues and provide technical support for resolution of fibre-related problems.
6. Liaise with vendors and suppliers to select appropriate fibre optic materials and equipment for projects.

Prime Skills

- | | |
|--|---|
| 1. Eco-Design Principles | 13. Optical Networking Technologies |
| 2. Engineering Drawing and Design Specifications | 14. Project Management |
| 3. Fibre Splicing | 15. Prompt Engineering |
| 4. GIS and Mapping Tools | 16. Quality Assurance and Quality Control |
| 5. Inclement Weather Operational and Planning | 17. Site Assessment and Analysis |
| 6. Infrastructure Deployment | 18. System Installation/ Decommissioning |
| 7. Infrastructure Design | 19. System Integration and Configuration |
| 8. Infrastructure Strategy | 20. System Performance Management |
| 9. Infrastructure Support | 21. Testing |
| 10. Network Configuration and Troubleshooting | 22. Vendor Management |
| 11. Network Design and Planning | 23. Workplace Safety and Health |
| 12. Networking Fundamentals | |

Certification(s)

- CA1C (Indoor)
- CA2C (Outdoor)

CAREER MOBILITY OPTIONS**1. Field Engineer****Additional Skills:**

- Capacity Planning
- Crisis Management
- Disaster Recovery Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Fibre Optic Manager**Additional Skills:**

- Business Environment Analytics
- Business Intelligence
- People and Performance Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Field Manager**Additional Skills:**

- Business Environment Analytics
- Business Intelligence
- People and Performance Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Site Acquisition Specialist**Additional Skills:**

- Contract Management
- Permit Management
- Site Access Coordination

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Wayleave Specialist**Additional Skills:**

- Contract Management
- Dispute Resolution
- Permit Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. OSP Planner

Additional Skills:	Additional Certifications:
- Capacity Planning - Emerging Technology Synthesis	N/A - no additional certifications are mandatory for this role

7. Infrastructure Designer

Additional Skills:	Additional Certifications:
- Design for Safety - Digital and Physical Prototyping - Infrastructure Development	N/A - no additional certifications are mandatory for this role

8. Demand Planner

Additional Skills:	Additional Certifications:
- Capacity Planning - Demand and Supply Analysis - Forecasting	N/A - no additional certifications are mandatory for this role

9. QA Specialist

Additional Skills:	Additional Certifications:
- Firmware Testing and Validation - Non-Conformance Management - Test Planning	N/A - no additional certifications are mandatory for this role

10. Project Engineer

Additional Skills:	Additional Certifications:
- Contract Management - Engineering - Procurement and Construction Management - Permit Management	N/A - no additional certifications are mandatory for this role

11. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

13. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

14. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

15. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

16. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

17. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

19. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

20. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

22. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

23. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

25. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

26. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

27. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

28. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

29. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

31. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Field Engineer



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Field)

Job Purpose



Execute field-level maintenance and restoration activities for telecommunications infrastructure.

Key Activities

1. Respond to NOC tickets and alarms, diagnose issues, and restore services within SLA timelines.
2. Perform installation, configuration, and commissioning of passive infra equipment.
3. Conduct routine inspections and preventive maintenance activities to maintain site performance and reliability.
4. Manage rigging setups and oversee safe hoisting of equipment and materials to elevated work areas using certified rigging practices.
5. Optimise site performance and ensure compliance with safety standards.
6. Enforce tower climbing safety standards and conduct daily hazard and risk assessments.
7. Prepare technical documentation and update ticketing systems after resolution.

Prime Skills

- | | |
|---|---|
| 1. Capacity Planning | 12. Networking Fundamentals |
| 2. Civil Structure Maintenance | 13. Predictive Maintenance |
| 3. Crisis Management | 14. Preventive Maintenance |
| 4. Disaster Recovery Management | 15. Process Automation |
| 5. Emergency Management | 16. Prompt Engineering |
| 6. Emergency Response | 17. Quality Assurance and Quality Control |
| 7. Equipment Management | 18. RCA & Corrective Action (RCCA) |
| 8. Incident Management | 19. Rigging and Slings |
| 9. Inclement Weather Operational and Planning | 20. Troubleshooting |
| 10. Network Administration and Maintenance | 21. Workplace Safety and Health |
| 11. Network Configuration and Troubleshooting | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Fibre Optic Manager

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- People and Performance Management

Additional Certifications:

- CA1C (Indoor)
- CA2C (Outdoor)

2. Field Manager

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- People and Performance Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Site Acquisition Specialist

Additional Skills:

- Contract Management
- Permit Management
- Site Access Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Wayleave Specialist

Additional Skills:

- Contract Management
- Dispute Resolution
- Permit Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. OSP Planner

Additional Skills:

- Emerging Technology Synthesis
- GIS and Mapping Tools
- Infrastructure Design

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Infrastructure Designer

Additional Skills:	Additional Certifications:
• Design for Safety • Digital and Physical Prototyping • Eco-Design Principles	N/A - no additional certifications are mandatory for this role

7. Demand Planner

Additional Skills:	Additional Certifications:
• Demand and Supply Analysis • Forecasting	N/A - no additional certifications are mandatory for this role

8. QA Specialist

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Non-Conformance Management • Test Planning	N/A - no additional certifications are mandatory for this role

9. Project Engineer

Additional Skills:	Additional Certifications:
• Contract Management • Engineering • Procurement and Construction Management • Permit Management	N/A - no additional certifications are mandatory for this role

10. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

11. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

13. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
- Customer Management - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

14. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
- Radio Frequency Engineering - Service Quality Management - Wireless Network	N/A - no additional certifications are mandatory for this role

15. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

16. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

17. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

19. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

20. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

22. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

23. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

25. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

26. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

27. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

28. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

29. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

31. TAC Engineer

Additional Skills:	Additional Certifications:
• Programming • Coding and Scripting • System Integration and Configuration • TCP/ IP and Networking Protocol	Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Fibre Optic Manager



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Field)

Job Purpose



Oversee the planning, implementation, and management of Fibre optic networks, coordinate teams, ensure network performance and reliability, and drive strategic improvements.

Key Activities

1. Plan, design, deploy, and maintain fibre optic network infrastructure to ensure high availability, reliability, and scalability.
2. Lead and manage engineering, construction, and maintenance teams for fibre network operations.
3. Oversee network architecture design and performance optimisation to meet evolving business needs.
4. Develop and implement strategic plans for network expansion and upgrades aligned with organisational objectives.
5. Coordinate projects with internal teams and external stakeholders to ensure timely and cost-effective delivery.
6. Manage vendor and contractor relationships, including procurement, contract negotiation, and service level compliance.
7. Maintain accurate documentation of network architecture, configurations, and operational procedures.

Prime Skills

- | | |
|--|--|
| 1. Business Environment Analytics | 14. People and Performance Management |
| 2. Business Intelligence | 15. Project Management |
| 3. Eco-Design Principles | 16. Prompt Engineering |
| 4. Engineering Drawing and Design Specifications | 17. Quality Assurance and Quality Control |
| 5. Fibre Splicing | 18. Site Assessment and Analysis |
| 6. GIS and Mapping Tools | 19. Strategy Development and Implementation Management |
| 7. Infrastructure Deployment | 20. System Installation/ Decommissioning |
| 8. Infrastructure Design | 21. System Integration and Configuration |
| 9. Infrastructure Strategy | 22. System Performance Management |
| 10. Network Configuration and Troubleshooting | 23. Testing |
| 11. Network Design and Planning | 24. Vendor Management |
| 12. Networking Fundamentals | 25. Workplace Safety and Health |
| 13. Optical Networking Technologies | |

Certification(s)

- CA1C (Indoor)
- CA2C (Outdoor)

CAREER MOBILITY OPTIONS**1. Field Manager****Additional Skills:**

- Civil Structure Maintenance
- Inclement Weather Operational and Planning
- RCA & Corrective Action (RCCA)

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Planning Manager**Additional Skills:**

- Budget Management and Cost Management
- Capacity Planning

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Infrastructure Project Manager**Additional Skills:**

- Budget Management and Cost Management
- Contract Management
- Infrastructure Development

Additional Certifications:

Project Management Professional (PMP)

4. Customer Experience Manager**Additional Skills:**

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Support Manager

Additional Skills:	Additional Certifications:
- Customer Management - Service Level Management - Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

17. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

19. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

20. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

23. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Field Manager



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Field)

Job Purpose



Oversee and manage field operations and maintenance activities of telecommunication infrastructures.

Key Activities

1. Oversee day-to-day operations and maintenance (O&M) activities for passive infrastructure, including towers and supporting facilities.
2. Ensure maintenance standards, procedures, and SOPs are consistently applied across all field teams and site.
3. Review site performance data, alarms, and incident trends from the NOC or monitoring systems.
4. Analyse root causes of recurring faults and operational issues.
5. Recommend and implement preventive and corrective measures to improve reliability and uptime.
6. Conduct quality inspections and site audits to ensure compliance with safety standards, technical requirements, and regulatory obligations.
7. Identify opportunities for process improvements to enhance operational reliability and efficiency.

Prime Skills

- | | |
|--|---|
| 1. Business Environment Analytics | 13. Networking Fundamentals |
| 2. Business Intelligence | 14. Operations Management |
| 3. Capacity Planning | 15. People and Performance Management |
| 4. Civil Structure Maintenance | 16. Predictive Maintenance |
| 5. Continuous Improvement | 17. Preventive Maintenance |
| 6. Crisis Management | 18. Process Automation |
| 7. Disaster Recovery Management | 19. Prompt Engineering |
| 8. Emergency Management | 20. Quality Assurance and Quality Control |
| 9. Incident Management | 21. RCA & Corrective Action (RCCA) |
| 10. Inclement Weather Operational and Planning | 22. Troubleshooting |
| 11. Network Administration and Maintenance | 23. Vendor Management |
| 12. Network Configuration and Troubleshooting | 24. Workplace Safety and Health |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Fibre Optic Manager****Additional Skills:**

- Fibre Splicing
- GIS and Mapping Tools
- Optical Networking Technologies

Additional Certifications:

- CA1C (Indoor)
- CA2C (Outdoor)

2. Planning Manager**Additional Skills:**

- Budget Management and Cost Management
- Infrastructure Development
- Infrastructure Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Infrastructure Project Manager**Additional Skills:**

- Budget Management and Cost Management
- Contract Management
- Project Management

Additional Certifications:

Project Management Professional (PMP)

4. Customer Experience Manager**Additional Skills:**

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Support Manager

Additional Skills:	Additional Certifications:
- Customer Management - Service Level Management - Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

17. Risk Manager

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

19. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

20. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

23. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Demand Planner			
			
Infrastructure	Services	Support	Customer
Cluster	Passive Infrastructure (Planning)		
Job Purpose	Forecast and plan infrastrcuture demand to support network rollout, capacity expansion and service quality requirements.		
Key Activities			
1. Develop and maintain short, medium, and long-term demand forecasts for telco infrastructure. 2. Translate business growth plans, traffic trends, and coverage requirements into infrastructure demand. 3. Align demand forecasts with network planning and rollout strategies. 4. Analyse historical data, traffic trends, and utilisation metrics to improve forecast accuracy. 5. Conduct scenario planning and identify demand risks such as under- or over-provisioning. 6. Prepare demand planning reports, dashboards, and forecasts.			
Prime Skills			
1. Capacity Planning		6. Forecasting	
2. Data Collection and Analytics		7. Networking Fundamentals	
3. Data Modelling		8. Prompt Engineering	
4. Data Visualisation and Storytelling		9. Statistical Analytics	
5. Demand and Supply Analysis			
Certification(s)			
N/A - no certifications are mandatory for this role			

CAREER MOBILITY OPTIONS**1. Planning Manager**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

2. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

3. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

6. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

8. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

9. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

15. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

16. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

17. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

20. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Financial Planner



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Planning)

Job Purpose



Responsible for financial planning, budgeting, forecasting and performance analysis related to infrastructure investments.

Key Activities

1. Develop and manage annual budgets, forecasts, and long-term financial plans for infrastructure and network investments.
2. Support preparation of multi-year capex and opex plans aligned with network rollout strategies.
3. Monitor financial performance of infrastructure projects against budget and plan.
4. Support financial evaluation of infrastructure projects and prepare business cases for network expansion, upgrades, and new technologies.
5. Provide financial insights to support prioritisation and decision-making.
6. Monitor financial risks related to cost overruns, delays, and funding constraints.

Prime Skills

- | | |
|--|------------------------------------|
| 1. Budget Management and Cost Management | 6. Financial Planning and Analysis |
| 2. Cost-Benefit Analysis | 7. Forecasting |
| 3. Data Collection and Analytics | 8. Prompt Engineering |
| 4. Data Modelling | 9. Statistical Analytics |
| 5. Financial Acumen | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Planning Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

2. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

3. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

6. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

8. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

9. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

15. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

16. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

17. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Regulatory Risk Assessment - Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

20. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

21. Demand Planner

Additional Skills:	Additional Certifications:
• Capacity Planning • Data Visualisation and Storytelling • Demand and Supply Analysis	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Infrastructure Designer



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Planning)

Job Purpose



Plan, design and analyse telecommunication infrastructure to support wired and wireless network deployments.

Key Activities

1. Design wired and wireless network infrastructure for telecommunications facilities, including mobile sites, fibre routes, transmission equipment, and supporting infrastructure.
2. Translate approved network architecture and planning requirements into detailed, site-specific designs.
3. Apply, update, and customise design specifications and standards to align with organisational requirements and evolving telecommunications technologies.
4. Ensure consistency with approved architecture, engineering guidelines, and vendor standards.
5. Ensure all designs comply with local, state, and federal codes, regulatory requirements, and telecommunications industry standards.
6. Support permitting and approval processes by providing compliant design documentation.

Prime Skills

- | | |
|--|----------------------------------|
| 1. Budget Management and Cost Management | 11. Infrastructure Development |
| 2. Data Collection and Analytics | 12. Infrastructure Strategy |
| 3. Design for Safety | 13. Networking Fundamentals |
| 4. Digital and Physical Prototyping | 14. Project Management |
| 5. Eco-Design Principles | 15. Prompt Engineering |
| 6. Engineering Drawing and Design Specifications | 16. Radio Frequency Engineering |
| 7. Engineering Drawing Interpretation | 17. Regulatory Compliance |
| 8. GIS and Mapping Tools | 18. Site Assessment and Analysis |
| 9. Infrastructure Deployment | 19. Wireless Network |
| 10. Infrastructure Design | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. OSP Planner****Additional Skills:**

- Network Design and Planning
- Network Optimisation
- Network Simulation and Modelling

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Network Architect (Infrastructure)**Additional Skills:**

- Business Continuity Management
- Solution Architecture
- Solution Design Thinking

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Planning Manager**Additional Skills:**

- Business Environment Analytics
- Business Intelligence
- Capacity Planning

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Field Engineer**Additional Skills:**

- RCA & Corrective Action (RCCA)
- Rigging and Slings
- Troubleshooting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Project Engineer**Additional Skills:**

- Contract Management
- Engineering
- Procurement and Construction Management
- Permit Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. QA Specialist

Additional Skills:	Additional Certifications:
- Firmware Testing and Validation - Non-Conformance Management - Test Planning	N/A - no additional certifications are mandatory for this role

7. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

8. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

9. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

10. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
- Customer Management - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

11. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
- Predictive Maintenance - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

13. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

14. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

15. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

16. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

19. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

20. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

23. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

25. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

26. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

27. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

28. Demand Planner

Additional Skills:	Additional Certifications:
• Demand and Supply Analysis • Forecasting • Statistical Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Network Architect (Infrastructure)



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Planning)

Job Purpose



Define and govern the end-to-end infrastructure architecture of telecommunication network.

Key Activities

1. Define and maintain end-to-end network infrastructure architecture covering RAN, transmission, fibre, core, data centres, and supporting systems.
2. Establish architecture principles, standards, reference designs, and guardrails for infrastructure development.
3. Act as the design authority for major infrastructure initiatives, reviewing and approving high-level and detailed designs.
4. Ensure infrastructure architecture meets requirements for availability, redundancy, performance, security, and disaster recovery.
5. Engage with vendors on solution design, evaluations, and proofs of concept.
6. Maintain architecture documentation, design standards, and decision records.

Prime Skills

- | | |
|--|----------------------------------|
| 1. Business Continuity Management | 10. Networking Fundamentals |
| 2. Capacity Planning | 11. Project Management |
| 3. Design for Safety | 12. Prompt Engineering |
| 4. Eco-Design Principles | 13. Regulatory Compliance |
| 5. Engineering Drawing and Design Specifications | 14. Site Assessment and Analysis |
| 6. Engineering Drawing Interpretation | 15. Solution Architecture |
| 7. Infrastructure Design | 16. Solution Design Thinking |
| 8. Infrastructure Development | 17. Vendor Management |
| 9. Infrastructure Strategy | 18. Wireless Network |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Planning Manager**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A – no additional certifications are mandatory for this role

2. Infrastructure Project Manager

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Business Environment Analytics • People and Performance Management	Project Management Professional (PMP)

3. Fibre Optic Manager

Additional Skills:	Additional Certifications:
• Fibre Splicing • GIS and Mapping Tools	• CA1C (Indoor) • CA2C (Outdoor)

4. Field Manager

Additional Skills:	Additional Certifications:
• Emergency Management • Incident Management • Inclement Weather Operational and Planning	N/A – no additional certifications are mandatory for this role

5. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

6. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

8. Customer Support Manager

Additional Skills:	Additional Certifications:
- Customer Management - Service Level Management - Service Quality Management	N/A - no additional certifications are mandatory for this role

9. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

12. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

18. Risk Manager

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

20. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

21. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

24. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

OSP Planner



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Planning)

Job Purpose



Plan and design OSP fiber networks, ensuring optimal routes, cost efficiency, and compliance with engineering standards.

Key Activities

1. Develop OSP network plans for fiber optic cables.
2. Perform route analysis and feasibility studies using GIS and mapping tools.
3. Prepare detailed design documents, including duct layouts, cable schematics, and splice plans.
4. Coordinate with municipal authorities for permits and right-of-way approvals.
5. Optimise network routes for cost efficiency and minimal environmental impact.

Prime Skills

- | | |
|----------------------------------|---|
| 1. Capacity Planning | 9. Network Simulation and Modelling |
| 2. Emerging Technology Synthesis | 10. Networking Fundamentals |
| 3. GIS and Mapping Tools | 11. Project Management |
| 4. Infrastructure Deployment | 12. Prompt Engineering |
| 5. Infrastructure Design | 13. Quality Assurance and Quality Control |
| 6. Infrastructure Strategy | 14. Site Assessment and Analysis |
| 7. Network Design and Planning | 15. TCP/ IP and Networking Protocols |
| 8. Network Optimisation | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Infrastructure Designer

Additional Skills:	Additional Certifications:
• Design for Safety • Digital and Physical Prototyping • Eco-Design Principles	N/A - no additional certifications are mandatory for this role

2. Network Architect (Infrastructure)

Additional Skills:	Additional Certifications:
• Business Continuity Management • Solution Architecture • Solution Design Thinking	N/A - no additional certifications are mandatory for this role

3. Planning Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

4. Field Engineer

Additional Skills:	Additional Certifications:
• RCA & Corrective Action (RCCA) • Rigging and Sliding • Troubleshooting	N/A - no additional certifications are mandatory for this role

5. Project Engineer

Additional Skills:	Additional Certifications:
• Contract Management • Engineering • Procurement and Construction Management • Permit Management	N/A - no additional certifications are mandatory for this role

6. QA Specialist

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Non-Conformance Management • Test Planning	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

8. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

9. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

10. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

11. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

12. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

14. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

15. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

16. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

20. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

23. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

24. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

26. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

27. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

28. Demand Planner

Additional Skills:	Additional Certifications:
• Demand and Supply Analysis • Forecasting • Statistical Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Planning Manager



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Planning)

Job Purpose



Lead and oversee all planning functions within the infrastructure domain to ensure it's aligned with business objectives.

Key Activities

1. Lead and oversee all planning roles within the infrastructure planning segment to ensure consistency and integration across all planning outputs.
2. Translate strategic objectives into medium- and long-term infrastructure plans.
3. Support cross-functional decision-making on scope, timelines, and investment priorities.
4. Identify planning-related risks, constraints, and dependencies to develop mitigation strategies.
5. Monitor planning performance, including forecast accuracy, rollout progress, and plan vs actual variances.
6. Drive continuous improvement of planning accuracy and effectiveness.

Prime Skills

- | | |
|--|--|
| 1. Budget Management and Cost Management | 9. Networking Fundamentals |
| 2. Business Environment Analytics | 10. People and Performance Management |
| 3. Business Intelligence | 11. Project Management |
| 4. Capacity Planning | 12. Prompt Engineering |
| 5. Continuous Improvement | 13. Quality Assurance and Quality Control |
| 6. Emerging Technology Synthesis | 14. Risk Management |
| 7. Infrastructure Development | 15. Strategy Development and Implementation Management |
| 8. Infrastructure Strategy | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Infrastructure Project Manager

Additional Skills:	Additional Certifications:
- Contract Management - Permit Management - Resource Management	Project Management Professional (PMP)

2. Fibre Optic Manager

Additional Skills:	Additional Certifications:
- Fibre Splicing - GIS and Mapping Tools	- CA1C (Indoor) - CA2C (Outdoor)

3. Field Manager

Additional Skills:	Additional Certifications:
- Crisis Management - Disaster Recovery Management - Emergency Management	N/A - no additional certifications are mandatory for this role

4. Customer Experience Manager

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

5. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

6. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Manager

Additional Skills:	Additional Certifications:
• Customer Management • Service Level Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

12. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

17. Risk Manager

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A - no additional certifications are mandatory for this role

18. Government Affairs Manager

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Regulatory Risk Assessment - Risk Governance	- Public Policy - Public Administration

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

20. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

23. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Project Engineer



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Rollout)

Job Purpose



Coordinate, implement, and oversee the deployment of new sites, as well as enhancements to existing telecommunication infrastructure.

Key Activities

1. Assist in the planning, design, and implementation of telecom infrastructure projects.
2. Coordinate with internal teams, vendors, and contractors to execute project tasks according to specifications and schedules.
3. Review project designs, technical documents, and site plans to ensure compliance with customer requirements, industry standards, and regulatory guidelines.
4. Monitor project progress, track milestones, and report on technical issues, risks, and mitigation strategies.
5. Support field activities, including site surveys, equipment installation, testing, commissioning, and site acceptance.
6. Conduct technical inspections and quality checks to ensure that network installations meet performance and safety standards.
7. Prepare and maintain project documentation such as work plans, progress reports, as-built drawings, and compliance certificates.

Prime Skills

- | | |
|--|---|
| 1. Contract Management | 11. Quality Assurance and Quality Control |
| 2. Engineering Drawing and Design Specifications | 12. Regulatory Compliance |
| 3. Engineering | 13. Risk Management |
| 4. Procurement and Construction Management | 14. Site Assessment and Analysis |
| 5. Infrastructure Deployment | 15. Sustainability Management |
| 6. Infrastructure Development | 16. Technical Inspection |
| 7. Infrastructure Support | 17. Testing |
| 8. Permit Management | 18. Waste Management |
| 9. Project Management | 19. Workplace Safety and Health |
| 10. Prompt Engineering | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Infrastructure Project Manager****Additional Skills:**

- Business Environment Analytics
- People and Performance Management
- Resource Management

Additional Certifications:

- Project Management Professional (PMP)

2. QA Specialist**Additional Skills:**

- Firmware Testing and Validation
- Non-Conformance Management
- Test Planning

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Infrastructure Designer**Additional Skills:**

- Design for Safety
- Digital and Physical Prototyping
- Eco-Design Principles

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Demand Planner**Additional Skills:**

- Capacity Planning
- Demand and Supply Analysis
- Forecasting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. OSP Planner**Additional Skills:**

- Capacity Planning
- Emerging Technology Synthesis
- GIS and Mapping Tools

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

7. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Regulatory Risk Assessment - Risk Governance	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Regulatory Risk Assessment - Risk Governance	N/A - no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

25. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

26. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

QA Specialist



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Rollout)

Job Purpose



Ensure all rollout activities are executed in accordance with approved designs and standards.

Key Activities

1. Conduct quality inspections and audits during site construction, installation, and commissioning phases.
2. Verify that works are executed in line with approved drawings, method statements, specifications, and standards.
3. Monitor contractor and vendor workmanship and compliance with quality requirements.
4. Review contractor quality plans, inspection and test plans, and method statements.
5. Ensure compliance with internal quality standards, regulatory requirements, and industry best practices.
6. Identify recurring quality issues and recommend preventive measures.

Prime Skills

- | | |
|--|-----------------------------------|
| 1. Audit Management | 8. RCA & Corrective Action (RCCA) |
| 2. Engineering Drawing Interpretation | 9. Regulatory Compliance |
| 3. Firmware Testing and Validation | 10. Reporting and Documentation |
| 4. Non-Conformance Management | 11. Technical Inspection |
| 5. Product Testing | 12. Test Planning |
| 6. Prompt Engineering | 13. Vendor Management |
| 7. Quality Assurance and Quality Control | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Infrastructure Project Manager**

Additional Skills:	Additional Certifications:
• People and Performance Management • Project Management • Resource Management	• Project Management Professional (PMP)

2. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

3. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

4. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

5. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

6. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

8. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

12. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit and Compliance Strategy Development • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

17. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

18. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

20. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

21. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

22. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Site Acquisition Specialist



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Rollout)

Job Purpose



Identify, acquire and secure access to telecommunication sites.

Key Activities

1. Identify and evaluate potential sites for telecommunications infrastructure (towers, rooftops, poles, antenna sites).
2. Conduct site visits and preliminary feasibility assessments.
3. Obtain and manage all required permits, licenses, and approvals from local authorities and regulatory bodies.
4. Liaise with municipalities, councils, and government agencies to fulfil zoning, legal, and environmental requirements.
5. Draft, review, and negotiate lease agreements, easements, rights-of-way, and site access agreements.
6. Ensure all site acquisition activities comply with zoning laws, health and safety standards, and contractual obligations.

Prime Skills

- | | |
|---------------------------------------|----------------------------------|
| 1. Contract Management | 9. Reporting and Documentation |
| 2. Engineering Drawing Interpretation | 10. Risk Management |
| 3. Permit Management | 11. Safety Assessment |
| 4. Process Automation | 12. Site Access Coordination |
| 5. Project Management | 13. Site Assessment and Analysis |
| 6. Prompt Engineering | 14. Vendor Management |
| 7. Regulatory Affairs | 15. Workplace Safety and Health |
| 8. Regulatory Compliance | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Wayleave Specialist

Additional Skills:	Additional Certifications:
- Dispute Resolution - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

2. Project Engineer

Additional Skills:	Additional Certifications:
- Engineering Drawing and Design Specifications - Engineering Procurement and Construction Management - Infrastructure Support	N/A - no additional certifications are mandatory for this role

3. Infrastructure Project Manager

Additional Skills:	Additional Certifications:
- Budget Management and Cost Management - People and Performance Management - Resource Management	Project Management Professional (PMP)

4. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

5. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

6. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

8. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

12. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

17. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

18. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

20. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

21. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

22. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Wayleave Specialist



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Rollout)

Job Purpose



Secure, manage and maintain all wayleave and access approvals required for telecommunication infrastructure projects.

Key Activities

1. Identify and secure wayleave requirements from landowners, landlords, local authorities and government bodies for telecommunication infrastructure related projects.
2. Liaise with local councils, municipalities, road authorities, utilities, and regulatory bodies to obtain wayleave approval.
3. Serve as the main point of contact for stakeholders regarding access, reinstatement, and ongoing works.
4. Resolve disputes and objections related to access and land use.
5. Prepare, review, and maintain wayleave agreements, consents, and supporting documentation.
6. Coordinate wayleave timelines with project managers and construction team and ensure compliance with regulatory requirements during access works.

Prime Skills

- | | |
|--------------------------------------|---------------------------------|
| 1. Contract Management | 7. Regulatory Affairs |
| 2. Dispute Resolution | 8. Regulatory Compliance |
| 3. Knowledge of Legal and Compliance | 9. Reporting and Documentation |
| 4. Permit Management | 10. Risk Management |
| 5. Project Management | 11. Safety Assessment |
| 6. Prompt Engineering | 12. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Site Acquisition Specialist**

Additional Skills:	Additional Certifications:
• Site Access Coordination • Site Assessment and Analysis	N/A - no additional certifications are mandatory for this role

2. Infrastructure Project Manager

Additional Skills:	Additional Certifications:
• People and Performance Management • Project Management • Resource Management	• Project Management Professional (PMP)

3. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

4. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

5. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

6. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

11. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit and Compliance Strategy Development - Audit Management - Compliance Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

14. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

15. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

16. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

17. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

18. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

20. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

21. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Infrastructure Project Manager



Infrastructure

Services

Support

Customer

Cluster



Passive Infrastructure (Rollout)

Job Purpose



Responsible for the end-to-end planning, execution, and management of deploying new infrastructure sites and upgrading existing ones.

Key Activities

1. Lead the development and management of detailed project plans, defining key milestones, timelines, resource allocation, and overall project scope.
2. Oversee the deployment of infrastructure, ensuring projects meet technical and operational objectives.
3. Approve and evaluate site surveys to assess environmental conditions, structural needs, and other critical factors affecting project success.
4. Collaborate with multidisciplinary teams to address and resolve site-specific challenges and risks.
5. Ensure smooth implementation and execution of telecom infrastructure projects through proactive collaboration and leadership.
6. Monitor and report on project progress, ensuring timelines and deliverables are achieved.
7. Approve the installation, commissioning, and handover of infrastructure components.

Prime Skills

- | | |
|--|---|
| 1. Budget Management and Cost Management | 13. Project Management |
| 2. Business Environment Analytics | 14. Prompt Engineering |
| 3. Business Intelligence | 15. Quality Assurance and Quality Control |
| 4. Contract Management | 16. Regulatory Compliance |
| 5. Engineering Drawing and Design Specifications | 17. Resource Management |
| 6. Engineering | 18. Risk Management |
| 7. Procurement and Construction Management | 19. Site Assessment and Analysis |
| 8. Infrastructure Deployment | 20. Sustainability Management |
| 9. Infrastructure Development | 21. Technical Inspection |
| 10. Infrastructure Support | 22. Technical Inspection |
| 11. People and Performance Management | 23. Workplace Safety and Health |
| 12. Permit Management | |

Certification(s)

Project Management Professional (PMP)

CAREER MOBILITY OPTIONS

1. Fibre Optic Manager

Additional Skills:

- Fibre Splicing
- GIS and Mapping Tools
- Optical Networking Technologies

Additional Certifications:

- CA1C (Indoor)
- CA2C (Outdoor)

2. Field Manager

Additional Skills:

- Emergency Management
- Incident Management
- Inclement Weather Operational and Planning

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Planning Manager

Additional Skills:

- Capacity Planning
- Emerging Technology Synthesis
- Infrastructure Strategy

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Customer Experience Manager

Additional Skills:

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Customer Relations Manager

Additional Skills:

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Support Manager

Additional Skills:	Additional Certifications:
- Customer Management - Service Level Management - Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Manager

Additional Skills:

- Account Management
- Sales Strategy and Execution
- Sales Target Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

13. Distribution Sales Manager

Additional Skills:

- Account Management
- Sales Strategy and Execution
- Sales Target Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Manager

Additional Skills:

- Account Management
- Sales Strategy and Execution
- Sales Target Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

15. Product Sales Manager

Additional Skills:

- Account Management
- Sales Strategy and Execution
- Sales Target Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

16. Technical Sales Manager

Additional Skills:

- Customer Management
- Product Demonstration
- Requirements Definition and Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

17. Risk Manager

Additional Skills:

- Regulatory Risk Assessment
- Risk Management
- Risk Reporting

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

19. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

20. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

23. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Communication Systems Engineer



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Engineering)

Job Purpose



Design, develop, and integrate satellite communication systems that ensure reliable, efficient, and high-performance connectivity between space and ground segments.

Key Activities

1. Design and develop satellite communication systems, including system architecture, orbit, and frequency selection.
2. Perform link budget analyses and optimise antenna, RF, and communication subsystems for performance and reliability.
3. Coordinate frequency allocation, spectrum management, and interference mitigation.
4. Implement suitable modulation, coding, and communication protocols for efficient data transmission.
5. Integrate and test communication subsystems across satellites, ground stations, and user terminals.
6. Prepare technical documentation and assess risks related to performance, interference, and cybersecurity.
7. Stay updated on emerging technologies to enhance system capability and efficiency.

Prime Skills

- | | |
|---|---|
| 1. Emerging Technology Monitoring | 7. Signal Processing and Modulation |
| 2. Knowledge of Satellite Standards & Regulations | 8. Spectrum Management |
| 3. Link Budget Analysis | 9. System Integration and Configuration |
| 4. Radio Frequency Engineering | 10. Systems Design |
| 5. Satellite Communications Fundamentals | 11. TCP/ IP and Networking Protocols |
| 6. Satellite Network Optimisation | 12. Testing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Payload Engineer**

Additional Skills:	Additional Certifications:
• Payload Design and Development • Satellite Systems Engineering	N/A - no additional certifications are mandatory for this role

2. Satellite Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

3. Satellite Link Planner

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Network Design and Planning • Propagation Modelling • Satellite Systems Engineering	N/A - no additional certifications are mandatory for this role

4. Satellite Systems Engineer (Engineering)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Network Simulation and Modelling • Propagation Modelling • Satellite Systems Engineering	N/A - no additional certifications are mandatory for this role

5. Spectrum Engineer

Additional Skills:	Additional Certifications:
• Database Management • GIS and Mapping Tools • Propagation Modelling	N/A - no additional certifications are mandatory for this role

6. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Ground Station Systems • Network Configuration and Troubleshooting • Network Design and Planning	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Ground Support Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Data Collection and Analytics • Equipment Management	N/A - no additional certifications are mandatory for this role

8. Orbital Analyst

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Mission Planning and Analysis • Orbital Mechanics and Astrodynamics	N/A - no additional certifications are mandatory for this role

9. Satellite Operations Engineer

Additional Skills:	Additional Certifications:
• Disaster Recovery Management • Equipment Management • Ground Station Systems	N/A - no additional certifications are mandatory for this role

10. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Mission Planning and Analysis	N/A - no additional certifications are mandatory for this role

11. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • GIS and Mapping Tools	• Cisco Certified Network Associate (CCNA)

12. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • GIS and Mapping Tools	Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Microwave Engineer

Additional Skills:	Additional Certifications:
- Emerging Technology Synthesis - GIS and Mapping Tools - Infrastructure Deployment	N/A - no additional certifications are mandatory for this role

14. DAS Engineer

Additional Skills:	Additional Certifications:
- Artificial Intelligence Application - DAS Design and Optimisation - Engineering Drawing and Design Specifications	N/A - no additional certifications are mandatory for this role

15. RAN Engineer

Additional Skills:	Additional Certifications:
- Capacity Planning - Drive Testing - GIS and Mapping Tools	N/A - no additional certifications are mandatory for this role

16. RF Engineer

Additional Skills:	Additional Certifications:
- Capacity Planning - Drive Testing - GIS and Mapping Tools	N/A - no additional certifications are mandatory for this role

17. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

18. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

20. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
- Customer Management - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

21. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
- Predictive Maintenance - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

22. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

23. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

24. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

26. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

27. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

28. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

30. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31.Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

32.Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

33.Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

34.ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

35.Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

36.Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Payload Engineer



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Engineering)

Job Purpose



Design, develop, and optimise satellite payloads to meet mission and performance objectives.

Key Activities

1. Develop and engineer satellite payloads, including sensors, instruments, antennas, and supporting equipment, to achieve defined mission objectives.
2. Collaborate with stakeholders to understand mission goals and translate them into detailed payload design specifications and performance criteria.
3. Integrate payload components with the satellite bus and other subsystems, ensuring system-level compatibility and compliance with technical and operational requirement.
4. Enhance payload performance metrics such as sensitivity, resolution, power efficiency, and data throughput through design refinement and system tuning.
5. Plan and execute functional, environmental, and performance testing to verify payload reliability, robustness, and compliance with industry standards.
6. Prepare and maintain comprehensive documentation for payload design, development, testing, and verification processes.

Prime Skills

- | | |
|---|---|
| 1. Emerging Technology Monitoring | 6. Satellite Systems Engineering |
| 2. Knowledge of Satellite Standards & Regulations | 7. Signal Processing and Modulation |
| 3. Payload Design and Development | 8. System Integration and Configuration |
| 4. Radio Frequency Engineering | 9. Testing |
| 5. Satellite Communications Fundamentals | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Spectrum Engineer**

Additional Skills:	Additional Certifications:
• Database Management • GIS and Mapping Tools • Link Budget Analysis	N/A - no additional certifications are mandatory for this role

2. Satellite Systems Engineer (Engineering)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Link Budget Analysis	N/A - no additional certifications are mandatory for this role

3. Satellite Link Planner

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Link Budget Analysis • Network Design and Planning	N/A - no additional certifications are mandatory for this role

4. Satellite Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

5. Communication Systems Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Satellite Network Optimisation • Spectrum Management	N/A - no additional certifications are mandatory for this role

6. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Ground Station Systems • Network Configuration and Troubleshooting • Network Design and Planning	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Ground Support Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Data Collection and Analytics • Equipment Management	N/A - no additional certifications are mandatory for this role

8. Orbital Analyst

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Mission Planning and Analysis • Orbital Mechanics and Astrodynamics	N/A - no additional certifications are mandatory for this role

9. Satellite Operations Engineer

Additional Skills:	Additional Certifications:
• Disaster Recovery Management • Equipment Management • Ground Station Systems	N/A - no additional certifications are mandatory for this role

10. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Mission Planning and Analysis	N/A - no additional certifications are mandatory for this role

11. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • GIS and Mapping Tools	• Cisco Certified Network Associate (CCNA)

12. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • GIS and Mapping Tools	• Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Microwave Engineer

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Infrastructure Deployment • Infrastructure Design	N/A - no additional certifications are mandatory for this role

14. RF Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Failure Analysis • GIS and Mapping Tools	N/A - no additional certifications are mandatory for this role

15. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • Infrastructure Deployment • Infrastructure Design	N/A - no additional certifications are mandatory for this role

16. RAN Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Failure Analysis	N/A - no additional certifications are mandatory for this role

17. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

18. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

20. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
- Customer Management - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

21. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
- Predictive Maintenance - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

22. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

23. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

24. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

26. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

27. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

28. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

30. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

32. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

33. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

34. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

35. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

36. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Satellite Engineering Manager



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Engineering)

Job Purpose



Lead and coordinate engineering teams in the design, development, and operation of satellite systems to ensure mission success and optimal performance.

Key Activities

1. Define technical strategies, system architectures, and performance requirements for satellite missions and associated ground systems.
2. Manage end-to-end system design, integration, testing, and validation to ensure compliance with technical, regulatory, and operational standards.
3. Coordinate with stakeholders to translate mission and business requirements into engineering solutions and system specifications.
4. Oversee frequency planning, spectrum management, and regulatory compliance for all satellite and communication systems.
5. Ensure optimisation of payload and communication subsystems for performance, reliability, and data throughput.
6. Drive continuous improvement, innovation, and adoption of emerging technologies to enhance satellite system capabilities and efficiency.

Prime Skills

- | | |
|---|--|
| 1. Business Environment Analytics | 12. Radio Frequency Engineering |
| 2. Business Intelligence | 13. Resource Management |
| 3. Emerging Technology Monitoring | 14. Satellite Communications Fundamentals |
| 4. GIS and Mapping Tools | 15. Satellite Network Optimisation |
| 5. Knowledge of Satellite Standards & Regulations | 16. Satellite Systems Engineering |
| 6. Link Budget Analysis | 17. Signal Processing and Modulation |
| 7. Network Design and Planning | 18. Spectrum Management |
| 8. People and Performance Management | 19. Strategy Development and Implementation Management |
| 9. Project Management | 20. TCP/ IP and Networking Protocols |
| 10. Propagation Modelling | 21. Vendor Management |
| 11. Quality Assurance and Quality Control | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Satellite Operations Manager****Additional Skills:**

- Disaster Recovery Management
- Ground Station Systems
- Mission Planning and Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Access Network Manager (Wireless)**Additional Skills:**

- Infrastructure Deployment
- Infrastructure Development
- Infrastructure Strategy

Additional Certifications:

- Cisco Certified Network Associate (CCNA)

3. Access Network Manager (Fixed)**Additional Skills:**

- Infrastructure Deployment
- Infrastructure Development
- Infrastructure Strategy

Additional Certifications:

- Cisco Certified Network Associate (CCNA)

4. Customer Experience Manager**Additional Skills:**

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Support Manager

Additional Skills:	Additional Certifications:
- Customer Management - Service Level Management - Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

17. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Satellite Link Planner



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Engineering)

Job Purpose



Plan and model satellite communication links considering coverage, capacity, and propagation delays.

Key Activities

1. Develop detailed satellite link budgets considering parameters such as path loss, antenna gains, propagation effects, and atmospheric conditions.
2. uplink and downlink paths for satellite systems to meet coverage, capacity, and latency requirements.
3. Analyse and optimise link performance, including modulation schemes, coding rates, power levels, and frequency allocations.
4. Perform interference analysis and coordinate frequency usage to minimise cross-talk and signal degradation.

Prime Skills

- | | |
|---|--|
| 1. Emerging Technology Monitoring | 8. Satellite Communications Fundamentals |
| 2. GIS and Mapping Tools | 9. Satellite Network Optimisation |
| 3. Knowledge of Satellite Standards & Regulations | 10. Satellite Systems Engineering |
| 4. Link Budget Analysis | 11. Signal Processing and Modulation |
| 5. Network Design and Planning | 12. Spectrum Management |
| 6. Propagation Modelling | 13. TCP/ IP and Networking Protocols |
| 7. Radio Frequency Engineering | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Communication Systems Engineer**

Additional Skills:	Additional Certifications:
• System Integration and Configuration • Systems Design • Testing	N/A - no additional certifications are mandatory for this role

2. Payload Engineer

Additional Skills:	Additional Certifications:
• Payload Design and Development • System Integration and Configuration • Testing	N/A - no additional certifications are mandatory for this role

3. Satellite Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

4. Satellite Systems Engineer (Engineering)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Network Simulation and Modelling	N/A - no additional certifications are mandatory for this role

5. Spectrum Engineer

Additional Skills:	Additional Certifications:
Database Management	N/A - no additional certifications are mandatory for this role

6. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Ground Station Systems • Network Configuration and Troubleshooting • System Integration and Configuration	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Ground Support Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Data Collection and Analytics • Equipment Management	N/A - no additional certifications are mandatory for this role

8. Orbital Analyst

Additional Skills:	Additional Certifications:
• Mission Planning and Analysis • Orbital Mechanics and Astrodynamics • Telemetry, Tracking & Command	N/A - no additional certifications are mandatory for this role

9. Satellite Operations Engineer

Additional Skills:	Additional Certifications:
• Disaster Recovery Management • Equipment Management • Ground Station Systems	N/A - no additional certifications are mandatory for this role

10. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Mission Planning and Analysis	N/A - no additional certifications are mandatory for this role

11. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • Infrastructure Deployment	• Cisco Certified Network Associate (CCNA)

12. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • Infrastructure Deployment	• Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Microwave Engineer

Additional Skills:	Additional Certifications:
• Microwave Link Design • Network Configuration and Troubleshooting • Network Simulation and Modelling	N/A - no additional certifications are mandatory for this role

14. RF Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Wireless Network	N/A - no additional certifications are mandatory for this role

15. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • Infrastructure Deployment • Infrastructure Design	N/A - no additional certifications are mandatory for this role

16. RAN Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Failure Analysis	N/A - no additional certifications are mandatory for this role

17. Data Scientist

Additional Skills:	Additional Certifications:
• Big Data Analytics • Cloud Computing • Computational Modelling	N/A - no additional certifications are mandatory for this role

18. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

20. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

21. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

22. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

23. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

24. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

26. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

27. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

28. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

30. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

32. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

33. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

34. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

35. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

36. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Regulatory Risk Assessment - Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

38. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Satellite Systems Engineer (Engineering)



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Engineering)

Job Purpose



Design and integrate satellite systems for optimal performance and mission success.

Key Activities

1. Design and integrate satellite communication systems by coordinating spacecraft, payload, ground, and network subsystems to meet mission requirements.
2. Develop system architectures, technical specifications, and integration plans aligned with project objectives.
3. Perform system modelling, link simulations, and performance analyses to ensure efficiency and reliability.
4. Collaborate with cross-functional teams on the integration of RF, power, and communication subsystems within ground and network infrastructures.
5. Conduct system validation, testing, and reviews to ensure compliance with design and performance standards.
6. Prepare and maintain technical documentation, including specifications, test reports, and configuration records.
7. Stay informed on emerging satellite technologies and industry standards to support system improvement and future planning.

Prime Skills

- | | |
|---|--|
| 1. Configuration Management | 8. Radio Frequency Engineering |
| 2. Emerging Technology Monitoring | 9. Satellite Communications Fundamentals |
| 3. Ground Station Systems | 10. Satellite Systems Engineering |
| 4. Knowledge of Satellite Standards & Regulations | 11. Spectrum Management |
| 5. Link Budget Analysis | 12. System Integration and Configuration |
| 6. Network Simulation and Modelling | 13. Systems Design |
| 7. Propagation Modelling | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Spectrum Engineer**

Additional Skills:	Additional Certifications:
• Database Management • GIS and Mapping Tools	N/A - no additional certifications are mandatory for this role

2. Satellite Link Planner

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Network Design and Planning • Satellite Network Optimisation	N/A - no additional certifications are mandatory for this role

3. Satellite Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Project Management	N/A - no additional certifications are mandatory for this role

4. Payload Engineer

Additional Skills:	Additional Certifications:
• Payload Design and Development • Signal Processing and Modulation • Testing	N/A - no additional certifications are mandatory for this role

5. Communication Systems Engineer

Additional Skills:	Additional Certifications:
• Satellite Network Optimisation • Signal Processing and Modulation • TCP/ IP and Networking Protocols • Testing	N/A - no additional certifications are mandatory for this role

6. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Network Design and Planning • Satellite Network Optimisation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Ground Support Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Data Collection and Analytics • Equipment Management	N/A - no additional certifications are mandatory for this role

8. Orbital Analyst

Additional Skills:	Additional Certifications:
• Mission Planning and Analysis • Orbital Mechanics and Astrodynamics • Telemetry, Tracking & Command	N/A - no additional certifications are mandatory for this role

9. Satellite Operations Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Equipment Management	N/A - no additional certifications are mandatory for this role

10. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Mission Planning and Analysis	N/A - no additional certifications are mandatory for this role

11. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • GIS and Mapping Tools	• Cisco Certified Network Associate (CCNA)

12. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • GIS and Mapping Tools	• Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • Infrastructure Deployment • Infrastructure Design	N/A - no additional certifications are mandatory for this role

14. Microwave Engineer

Additional Skills:	Additional Certifications:
• Microwave Link Design • Network Design and Planning • Network Security	N/A - no additional certifications are mandatory for this role

15. RAN Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Failure Analysis	N/A - no additional certifications are mandatory for this role

16. RF Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Failure Analysis	N/A - no additional certifications are mandatory for this role

17. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

18. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

20. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
- Customer Management - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

21. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
- Predictive Maintenance - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

22. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

23. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

24. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

26. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

27. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

28. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

30. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

32. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

33. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

34. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

35. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

36. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Spectrum Engineer



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Engineering)

Job Purpose



Manage and optimise the use of radio frequency spectrum to ensure interference-free operation of communication systems.

Key Activities

1. Plan, coordinate, and manage frequency allocations for satellite, terrestrial, and communication systems to ensure efficient spectrum utilisation.
2. Ensure adherence to national and international spectrum regulations, policies, and standards set by regulatory bodies.
3. Conduct coordination activities with other operators, agencies, and international organisations to avoid interference and ensure compatibility of RF systems.
4. Analyse, detect, and resolve radio frequency interference (RFI) issues affecting satellite links or communication networks.
5. Perform link budget analysis, coverage assessments, and propagation studies to support system design and frequency planning.
6. Maintain spectrum databases, prepare technical documentation, and produce reports for internal and regulatory use.

Prime Skills

- | | |
|---|--|
| 1. Database Management | 6. Propagation Modelling |
| 2. Emerging Technology Monitoring | 7. Radio Frequency Engineering |
| 3. GIS and Mapping Tools | 8. Satellite Communications Fundamentals |
| 4. Knowledge of Satellite Standards & Regulations | 9. Spectrum Management |
| 5. Link Budget Analysis | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Communication Systems Engineer**

Additional Skills:	Additional Certifications:
• Satellite Network Optimisation • Signal Processing and Modulation • System Integration and Configuration • Systems Design	N/A - no additional certifications are mandatory for this role

2. Payload Engineer

Additional Skills:	Additional Certifications:
• Payload Design and Development • Satellite Systems Engineering • Signal Processing and Modulation	N/A - no additional certifications are mandatory for this role

3. Satellite Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

4. Satellite Link Planner

Additional Skills:	Additional Certifications:
• Satellite Network Optimisation • Satellite Systems Engineering • Signal Processing and Modulation	N/A - no additional certifications are mandatory for this role

5. Satellite Systems Engineer (Engineering)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Network Simulation and Modelling	N/A - no additional certifications are mandatory for this role

6. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Ground Station Systems • Network Configuration and Troubleshooting • Network Design and Planning	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Ground Support Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Data Collection and Analytics • Equipment Management	N/A - no additional certifications are mandatory for this role

8. Orbital Analyst

Additional Skills:	Additional Certifications:
• Mission Planning and Analysis • Orbital Mechanics and Astrodynamics • Telemetry, Tracking & Command	N/A - no additional certifications are mandatory for this role

9. Satellite Operations Engineer

Additional Skills:	Additional Certifications:
• Disaster Recovery Management • Equipment Management • Ground Station Systems	N/A - no additional certifications are mandatory for this role

10. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Mission Planning and Analysis	N/A - no additional certifications are mandatory for this role

11. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Failure Analysis • Fibre Splicing • Infrastructure Deployment	• Cisco Certified Network Associate (CCNA)

12. RF Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • Failure Analysis	• Cisco Certified Network Associate (CCNA)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. RAN Engineer

Additional Skills:	Additional Certifications:
- Capacity Planning - Drive Testing - Failure Analysis	N/A - no additional certifications are mandatory for this role

14. Microwave Engineer

Additional Skills:	Additional Certifications:
- Microwave Link Design - Network Design and Planning - Network Simulation and Modelling	N/A - no additional certifications are mandatory for this role

15. DAS Engineer

Additional Skills:	Additional Certifications:
- DAS Design and Optimisation - Infrastructure Deployment - Infrastructure Design	N/A - no additional certifications are mandatory for this role

16. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

17. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
- Customer Management - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

18. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

20. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
- Predictive Maintenance - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

21. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

22. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

23. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

24. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

26. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

27. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

28. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

29. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

30. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

32. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

33. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

34. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Regulatory Risk Assessment - Risk Governance	N/A - no additional certifications are mandatory for this role

35. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Regulatory Risk Assessment - Risk Governance	N/A - no additional certifications are mandatory for this role

36. Risk Executive

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Satellite Controller



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Operation)

Job Purpose



Conduct real-time monitoring and control of satellites, ensuring safe operations and continuous service availability.

Key Activities

1. Monitor satellite telemetry, tracking, and command data to verify spacecraft health and operational status.
2. Execute routine and scheduled satellite operations, including commanding sequences and orbit manoeuvres, under engineering supervision.
3. Coordinate communication sessions with ground stations to maintain consistent satellite contact and data transmission.
4. Maintain detailed operational logs, including telemetry data, commands executed, and system events.
5. Support contingency procedures during system faults or emergencies to ensure mission continuity.
6. Assist in system testing, simulation exercises, and validation of new operational procedures.

Prime Skills

- | | |
|---|-------------------------------------|
| 1. Data Collection and Analytics | 6. Satellite Systems Engineering |
| 2. Ground Station Systems | 7. TCP/ IP and Networking Protocols |
| 3. Knowledge of Satellite Standards & Regulations | 8. Telemetry, Tracking & Command |
| 4. Radio Frequency Engineering | 9. Troubleshooting |
| 5. Satellite Communications Fundamentals | 10. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Network Design and Planning • Satellite Network Optimisation	N/A - no additional certifications are mandatory for this role

2. Ground Support Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Equipment Management • System Integration and Configuration	N/A - no additional certifications are mandatory for this role

3. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Configuration Management • Link Budget Analysis • Mission Planning and Analysis	N/A - no additional certifications are mandatory for this role

4. Data Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Data Visualisation and Storytelling • Data Wrangling	• Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

5. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Customer Experience Management • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

6. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Technician

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Wireless Network	N/A - no additional certifications are mandatory for this role

8. Data Centre Facilities Technician

Additional Skills:	Additional Certifications:
• Building Management Systems (BMS) • Data Centre Facilities Management	N/A - no additional certifications are mandatory for this role

9. Safety Officer

Additional Skills:	Additional Certifications:
• Emergency Management • Emergency Response • Workplace Safety and Health Incident Management	• Green Book • Yellow Book

10. Network Administrator

Additional Skills:	Additional Certifications:
• Access Control Management • Network Administration and Maintenance • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

11. Network Analyst

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Analysis • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

12. NOC Technician

Additional Skills:	Additional Certifications:
• Incident Management • Network Administration and Maintenance • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Satellite Operations Technician



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Operation)

Job Purpose



Install, align, and configure satellite communication equipment and antennas, ensuring reliable signal reception and optimal system performance.

Key Activities

1. Install satellite communication equipment, including antennas, receivers, transmitters, and satellite dishes, ensuring all components are properly mounted and connected.
2. Perform routine maintenance and troubleshooting of satellite systems, including inspecting satellite dishes, antennas, and ground equipment for faults or wear.
3. Diagnose and resolve issues related to signal loss, poor reception, interference, or system malfunctions.
4. Perform precise alignment of satellite antennas to ensure optimal signal reception and transmission.
5. Ensure that all equipment is securely installed in accordance with manufacturer guidelines, safety regulations, and industry best practices.

Prime Skills

- | | |
|---|-------------------------------------|
| 1. Equipment Management | 6. Satellite Systems Engineering |
| 2. Ground Station Systems | 7. TCP/ IP and Networking Protocols |
| 3. Knowledge of Satellite Standards & Regulations | 8. Troubleshooting |
| 4. Radio Frequency Engineering | 9. Workplace Safety and Health |
| 5. Satellite Communications Fundamentals | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Satellite Controller**

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Telemetry, Tracking & Command	N/A - no additional certifications are mandatory for this role

2. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Network Design and Planning • Satellite Network Optimisation	N/A - no additional certifications are mandatory for this role

3. Ground Support Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • System Performance Management • Telemetry, Tracking & Command	N/A - no additional certifications are mandatory for this role

4. Satellite Operations Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • System Performance Management	N/A - no additional certifications are mandatory for this role

5. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Mission Planning and Analysis • Spectrum Management	N/A - no additional certifications are mandatory for this role

6. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Technician

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Wireless Network	N/A - no additional certifications are mandatory for this role

8. Data Centre Facilities Technician

Additional Skills:	Additional Certifications:
• Building Management Systems (BMS) • Data Centre Facilities Management	N/A - no additional certifications are mandatory for this role

9. Safety Officer

Additional Skills:	Additional Certifications:
• Emergency Management • Emergency Response • Workplace Safety and Health Incident Management	• Green Book • Yellow Book

10. Network Administrator

Additional Skills:	Additional Certifications:
• Access Control Management • Network Administration and Maintenance • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

11. Network Analyst

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Analysis • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

12. NOC Technician

Additional Skills:	Additional Certifications:
• Incident Management • Network Administration and Maintenance • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Field Technician

Additional Skills:	Additional Certifications:
• Civil Structure Maintenance • Rigging and Slings	N/A - no additional certifications are mandatory for this role

14. Cable Landing Station Technician

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Fibre Splicing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Computer Network Engineer



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Operation)

Job Purpose



Design, implement and maintain IP-based network infrastructure that support satellite communication systems.

Key Activities

1. Design and configure network systems for satellite ground stations, gateways, and customer terminals.
2. Implement routing, switching, and firewall policies for hybrid terrestrial-satellite networks.
3. Troubleshoot network issues and optimise for latency, throughput, and reliability.
4. Ensure compliance with security standards, including encryption and secure protocols for satellite data.

Prime Skills

- | | |
|---|---|
| 1. Ground Station Systems | 6. Satellite Network Optimisation |
| 2. Knowledge of Satellite Standards & Regulations | 7. Satellite Systems Engineering |
| 3. Network Configuration and Troubleshooting | 8. System Integration and Configuration |
| 4. Network Design and Planning | 9. System Performance Management |
| 5. Satellite Communications Fundamentals | 10. TCP/ IP and Networking Protocols |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Ground Support Engineer**

Additional Skills:	Additional Certifications:
• Configuration Management • Equipment Management • Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

2. Orbital Analyst

Additional Skills:	Additional Certifications:
• Mission Planning and Analysis • Orbital Mechanics and Astrodynamics • Propagation Modelling	N/A - no additional certifications are mandatory for this role

3. Satellite Operations Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Crisis Management • Disaster Recovery Management	N/A - no additional certifications are mandatory for this role

4. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Configuration Management • Link Budget Analysis • Mission Planning and Analysis	N/A - no additional certifications are mandatory for this role

5. Satellite Operations Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

6. Communication Systems Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Radio Frequency Engineering • Signal Processing and Modulation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Satellite Link Planner

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Link Budget Analysis • Propagation Modelling	N/A - no additional certifications are mandatory for this role

8. Satellite Systems Engineer (Engineering)

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Link Budget Analysis • Propagation Modelling	N/A - no additional certifications are mandatory for this role

9. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

10. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

14. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

15. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

16. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

17. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

20. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Ground Support Engineer



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Operation)

Job Purpose



Maintain, operate, and optimise ground station systems, ensuring reliable communication and seamless integration with satellite operations.

Key Activities

1. Oversee maintenance and troubleshooting of ground station hardware, software, and communication systems.
2. Manage data transmission and communication protocols between satellites and ground stations.
3. Implement and monitor security measures to protect systems and data integrity.
4. Coordinate integration and compatibility testing between ground and satellite systems.
5. Prepare and maintain documentation on configurations, procedures, and operational activities.

Prime Skills

- | | |
|---|---|
| 1. Configuration Management | 8. Satellite Systems Engineering |
| 2. Data Collection and Analytics | 9. System Integration and Configuration |
| 3. Equipment Management | 10. System Performance Management |
| 4. Ground Station Systems | 11. TCP/ IP and Networking Protocols |
| 5. Knowledge of Satellite Standards & Regulations | 12. Telemetry, Tracking & Command |
| 6. Radio Frequency Engineering | 13. Troubleshooting |
| 7. Satellite Communications Fundamentals | 14. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Network Design and Planning • Satellite Network Optimisation	N/A - no additional certifications are mandatory for this role

2. Satellite Operations Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Mission Planning and Analysis	N/A - no additional certifications are mandatory for this role

3. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Mission Planning and Analysis • Spectrum Management	N/A - no additional certifications are mandatory for this role

4. Satellite Operations Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

5. Orbital Analyst

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Mission Planning and Analysis • Orbital Mechanics and Astrodynamics	N/A - no additional certifications are mandatory for this role

6. Communication Systems Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Satellite Network Optimisation • Signal Processing and Modulation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Satellite Link Planner

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Link Budget Analysis • Propagation Modelling	N/A - no additional certifications are mandatory for this role

8. Satellite Systems Engineer (Engineering)

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Network Simulation and Modelling • Propagation Modelling	N/A - no additional certifications are mandatory for this role

9. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

14. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

15. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

16. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

17. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Orbital Analyst



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Operation)

Job Purpose



Perform orbital analysis and mission support ensuring accurate satellite tracking and operational success.

Key Activities

1. Perform orbit determination, prediction, and analysis to support satellite operations and mission planning.
2. Prepare and share orbital data with internal teams and external partners to enable accurate satellite tracking and communication.
3. Support launch and early orbit phases through trajectory modeling, link analysis, and telemetry planning.
4. and execute orbital maintenance and maneuver strategies to ensure optimal satellite positioning and mission objectives.
5. Manage satellite dynamics, optimise coverage fields, and implement collision avoidance measures in compliance with space safety standards.
6. Coordinate with customers and stakeholders to define mission interfaces and maintain accurate tracking station data.
7. Participate in testing and integration of upgraded tracking systems, and contribute to automation and optimisation of orbital analysis tools.

Prime Skills

- | | |
|---|--|
| 1. Data Collection and Analytics | 6. Propagation Modelling |
| 2. GIS and Mapping Tools | 7. Satellite Communications Fundamentals |
| 3. Knowledge of Satellite Standards & Regulations | 8. System Integration and Configuration |
| 4. Mission Planning and Analysis | 9. Telemetry, Tracking & Command |
| 5. Orbital Mechanics and Astrodynamics | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Satellite Operations Manager**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

2. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Link Budget Analysis	N/A - no additional certifications are mandatory for this role

3. Satellite Operations Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Crisis Management • Disaster Recovery Management	N/A - no additional certifications are mandatory for this role

4. Ground Support Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Equipment Management • Ground Station Systems	N/A - no additional certifications are mandatory for this role

5. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Ground Station Systems • Network Configuration and Troubleshooting • Network Design and Planning	N/A - no additional certifications are mandatory for this role

6. Satellite Link Planner

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Network Design and Planning • Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Satellite Systems Engineer (Engineering)

Additional Skills:	Additional Certifications:
• Configuration Management • Ground Station Systems • Link Budget Analysis	N/A - no additional certifications are mandatory for this role

8. Communication Systems Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Radio Frequency Engineering • Signal Processing and Modulation	N/A - no additional certifications are mandatory for this role

9. Data Scientist

Additional Skills:	Additional Certifications:
• Big Data Analytics • Cloud Computing • Computational Modelling	N/A - no additional certifications are mandatory for this role

10. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

11. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

14. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

15. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

17. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

18. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Satellite Operations Engineer



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Operation)

Job Purpose



Monitor, control, and maintain the health and performance of operational satellites, ensuring mission continuity, system reliability, and compliance with operational standards.

Key Activities

1. Monitor and analyse satellite telemetry and tracking data to ensure optimal performance and early detection of anomalies.
2. Identify, troubleshoot, and coordinate resolution of technical issues with engineering and ground segment teams.
3. , prepare, and execute satellite manoeuvres for orbit adjustments, station-keeping, and attitude control.
4. Coordinate daily communication activities with ground stations to maintain continuous connectivity and data transmission.
5. Assess satellite health and performance trends, implementing corrective or preventive actions to optimise efficiency and lifespan.
6. Support contingency operations and implement recovery plans during anomalies or emergencies.
7. Ensure compliance with operational standards, safety protocols, and regulatory requirements.

Prime Skills

- | | |
|---|---|
| 1. Configuration Management | 10. Satellite Communications Fundamentals |
| 2. Crisis Management | 11. Satellite Systems Engineering |
| 3. Data Collection and Analytics | 12. System Integration and Configuration |
| 4. Disaster Recovery Management | 13. System Performance Management |
| 5. Equipment Management | 14. TCP/ IP and Networking Protocols |
| 6. Ground Station Systems | 15. Telemetry, Tracking & Command |
| 7. Knowledge of Satellite Standards & Regulations | 16. Troubleshooting |
| 8. Mission Planning and Analysis | 17. Workplace Safety and Health |
| 9. Radio Frequency Engineering | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Network Design and Planning • Satellite Network Optimisation	N/A - no additional certifications are mandatory for this role

2. Ground Support Engineer

Additional Skills:	Additional Certifications:
N/A - no additional skills are required for this career mobility option	N/A - no additional certifications are mandatory for this role

3. Satellite Systems Engineer (Operations)

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Spectrum Management	N/A - no additional certifications are mandatory for this role

4. Satellite Operations Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

5. Communication Systems Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Satellite Network Optimisation • Signal Processing and Modulation	N/A - no additional certifications are mandatory for this role

6. Satellite Link Planner

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Link Budget Analysis • Propagation Modelling	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Satellite Systems Engineer (Engineering)

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Network Simulation and Modelling • Propagation Modelling	N/A - no additional certifications are mandatory for this role

8. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

12. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

17. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

18. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Satellite Systems Engineer (Operations)



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Operation)

Job Purpose



Ensure the performance, reliability, and integrity of satellite systems during operations.

Key Activities

1. Monitor and analyse the performance of satellite and ground subsystems to ensure stable and efficient operations.
2. Identify and resolve technical issues through data analysis and cross-system correlation.
3. Collaborate with engineering and operations teams to implement updates, maintenance, and improvements.
4. Maintain accurate system records, configurations, and operational documentation.
5. Contribute to the planning, validation, and execution of system activities and configurations.
6. Conduct performance reviews and recommend optimisation strategies for enhanced reliability and efficiency.
7. Support the development of operational procedures, contingency plans, and risk assessments.

Prime Skills

- | | |
|---|--|
| 1. Configuration Management | 9. Satellite Systems Engineering |
| 2. Data Collection and Analytics | 10. Spectrum Management |
| 3. Ground Station Systems | 11. System Integration and Configuration |
| 4. Knowledge of Satellite Standards & Regulations | 12. System Performance Management |
| 5. Link Budget Analysis | 13. TCP/ IP and Networking Protocols |
| 6. Mission Planning and Analysis | 14. Telemetry, Tracking & Command |
| 7. Radio Frequency Engineering | 15. Troubleshooting |
| 8. Satellite Communications Fundamentals | 16. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Orbital Analyst

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Orbital Mechanics and Astrodynamics • Propagation Modelling	N/A - no additional certifications are mandatory for this role

2. Computer Network Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Network Design and Planning • Satellite Network Optimisation	N/A - no additional certifications are mandatory for this role

3. Ground Support Engineer

Additional Skills:	Additional Certifications:
Equipment Management	N/A - no additional certifications are mandatory for this role

4. Satellite Operations Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Equipment Management	N/A - no additional certifications are mandatory for this role

5. Satellite Operations Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

6. Communication Systems Engineer

Additional Skills:	Additional Certifications:
• Satellite Network Optimisation • Signal Processing and Modulation • Systems Design	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Satellite Link Planner

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Network Design and Planning • Propagation Modelling	N/A - no additional certifications are mandatory for this role

8. Satellite Systems Engineer (Engineering)

Additional Skills:	Additional Certifications:
• Network Simulation and Modelling • Propagation Modelling • Systems Design	N/A - no additional certifications are mandatory for this role

9. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

10. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

11. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

12. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

14. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

15. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

16. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

17. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Satellite Operations Manager



Infrastructure

Services

Support

Customer

Cluster



Satellite Network (Operation)

Job Purpose



Lead and oversee satellite operations, ensuring the safe, efficient, and compliant control of satellites and associated ground systems.

Key Activities

1. Manage and supervise the satellite operations team, ensuring 24/7 mission readiness and operational excellence.
2. Oversee satellite fleet health, performance monitoring, and anomaly resolution processes.
3. Review and approve mission plans, orbital manoeuvres, and operational procedures.
4. Coordinate with engineering, ground segment, and network operations teams for system maintenance, upgrades, and troubleshooting.
5. Develop and maintain operational policies, standard procedures, and contingency response plans.
6. Ensure all satellite operations comply with licensing, regulatory, and safety standards.
7. Prepare operational reports, performance reviews, and incident analyses for management and stakeholders.

Prime Skills

1. Business Environment Analytics
2. Business Intelligence
3. Configuration Management
4. Crisis Management
5. Data Collection and Analytics
6. Disaster Recovery Management
7. Ground Station Systems
8. Knowledge of Satellite Standards & Regulations
9. Mission Planning and Analysis
10. People and Performance Management
11. Process Optimisation
12. Radio Frequency Engineering
13. Risk Governance
14. Satellite Communications Fundamentals
15. Satellite Systems Engineering
16. Strategy Development and Implementation Management
17. System Integration and Configuration
18. System Performance Management
19. TCP/ IP and Networking Protocols
20. Telemetry, Tracking & Command
21. Workplace Safety and Health

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Satellite Engineering Manager****Additional Skills:**

- GIS and Mapping Tools
- Project Management
- Resource Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Customer Experience Manager**Additional Skills:**

- Customer Experience Management
- Customer Management
- Data Collection and Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Customer Service Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Support Manager**Additional Skills:**

- Customer Management
- Service Level Management
- Service Quality Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

7. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

8. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

9. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

10. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

11. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cable Landing Station Engineer



Infrastructure

Services

Support

Customer

Cluster



Submarine Network (Landing Station)

Job Purpose



Responsible for the operation, maintenance, and management of the equipments and supporting systems at a submarine cable landing station (CLS).

Key Activities

1. Monitor and maintain submarine cable transmission equipment.
2. Participate in installation, commissioning, and acceptance testing of new systems.
3. Provision circuits and integrate submarine cable capacity into terrestrial transmission networks.
4. Coordinate fault isolation and restoration with international partners and cable consortia.
5. Maintain secure and resilient operations in line with regulatory requirements.

Prime Skills

1. Capacity Planning
2. Crisis Management
3. Disaster Recovery Management
4. Equipment Management
5. Failure Analysis
6. Fibre Splicing
7. Network Administration and Maintenance
8. Network Configuration and Troubleshooting
9. Network Security
10. Regulatory Compliance
11. System Installation/ Decommissioning
12. Test Planning
13. Testing

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Cable Landing Station Manager**

Additional Skills:	Additional Certifications:
- Budget Management and Cost Management - Business Environment Analytics - Business Intelligence	N/A - no additional certifications are mandatory for this role

2. Subsea Engineer (Commercial)

Additional Skills:	Additional Certifications:
- Consortium Management - Contract Management - Project Management	N/A - no additional certifications are mandatory for this role

3. Subsea Engineer (Implementation)

Additional Skills:	Additional Certifications:
- Consortium Management - Marine Surveying - Project Management	N/A - no additional certifications are mandatory for this role

4. Subsea Engineer (Planning)

Additional Skills:	Additional Certifications:
- Consortium Management - Marine Surveying - Project Management	N/A - no additional certifications are mandatory for this role

5. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

8. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
- Customer Management - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

9. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
- Predictive Maintenance - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

10. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

12. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

14. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

18. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

20. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

21. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

22. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

23. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

24. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cable Landing Station Manager



Infrastructure

Services

Support

Customer

Cluster



Submarine Network (Landing Station)

Job Purpose



Responsible for the overall management, operations, and maintenance of a submarine cable landing station (CLS).

Key Activities

1. Lead the daily operation and maintenance of submarine cable systems and supporting infrastructure.
2. Oversee preventive and corrective maintenance programs.
3. Act as the primary point of contact for submarine cable consortium members and marine maintenance authorities.
4. Manage installation and upgrade projects, including planning, budgeting, and resource allocation.
5. Ensure adherence to regulatory requirements, ITU-T standards, and consortium procedures.

Prime Skills

- | | |
|--|---|
| 1. Budget Management and Cost Management | 11. Network Administration and Maintenance |
| 2. Business Environment Analytics | 12. Network Configuration and Troubleshooting |
| 3. Business Intelligence | 13. Network Security |
| 4. Capacity Planning | 14. People and Performance Management |
| 5. Consortium Management | 15. Project Management |
| 6. Crisis Management | 16. Regulatory Compliance |
| 7. Disaster Recovery Management | 17. Resource Management |
| 8. Equipment Management | 18. System Installation/ Decommissioning |
| 9. Failure Analysis | 19. Test Planning |
| 10. Fibre Splicing | 20. Testing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Project Manager**

Additional Skills:	Additional Certifications:
• Infrastructure Development • Marine Surveying • Vendor Management	• Project Management Professional (PMP)

2. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

3. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Support Manager

Additional Skills:	Additional Certifications:
• Customer Management • Service Level Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

6. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

9. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

10. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

15. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

16. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

17. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

18. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

21. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cable Landing Station Technician



Infrastructure

Services

Support

Customer

Cluster



Submarine Network (Landing Station)

Job Purpose



Support the operation, maintenance, and monitoring of submarine cable landing station facilities and equipment.

Key Activities

1. Perform routine inspections, preventive maintenance, and housekeeping of landing station facilities.
2. Assist engineers in the installation, testing, and commissioning of new submarine cable equipment.
3. Manage patching, labeling, and physical connectivity between submarine and terrestrial systems.
4. Ensure cable landing station remains secure, organized, and compliant with access protocols.
5. Record maintenance activities, test results, and inventory updates.

Prime Skills

- | | |
|---|--|
| 1. Asset Management | 8. Network Configuration and Troubleshooting |
| 2. Crisis Management | 9. Network Security |
| 3. Disaster Recovery Management | 10. Predictive Maintenance |
| 4. Equipment Management | 11. Preventive Maintenance |
| 5. Failure Analysis | 12. Regulatory Compliance |
| 6. Fibre Splicing | 13. System Installation/ Decommissioning |
| 7. Network Administration and Maintenance | 14. Testing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Cable Landing Station Engineer

Additional Skills:	Additional Certifications:
- Capacity Planning - Test Planning	N/A - no additional certifications are mandatory for this role

2. Field Technician (Submarine Network)

Additional Skills:	Additional Certifications:
- Marine Surveying - Offshore Equipment - Offshore Safety and Health	N/A - no additional certifications are mandatory for this role

3. Customer Service Representative

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Customer Management - Service Excellence	N/A - no additional certifications are mandatory for this role

4. Customer Support Technician

Additional Skills:	Additional Certifications:
- Networking Fundamentals - Troubleshooting - Wireless Network	N/A - no additional certifications are mandatory for this role

5. Chargeman

Additional Skills:	Additional Certifications:
- Data Centre Facilities Management - Electrical Systems Engineering and Maintenance	- AO/ AI/ A4 - BO/ BI/ B4

6. Data Centre Facilities Technician

Additional Skills:	Additional Certifications:
- Building Management Systems (BMS) - Data Centre Facilities Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Safety Officer

Additional Skills:	Additional Certifications:
• Emergency Management • Emergency Response • Workplace Safety and Health Incident Management	• Green Book • Yellow Book

8. Network Administrator

Additional Skills:	Additional Certifications:
• Access Control Management • Operations Management	N/A - no additional certifications are mandatory for this role

9. Network Analyst

Additional Skills:	Additional Certifications:
• Network Analysis • Network Optimisation	N/A - no additional certifications are mandatory for this role

10. NOC Technician

Additional Skills:	Additional Certifications:
• Incident Management • Infrastructure Support	N/A - no additional certifications are mandatory for this role

11. Field Technician

Additional Skills:	Additional Certifications:
• Civil Structure Maintenance • Rigging and Slings	N/A - no additional certifications are mandatory for this role

12. Satellite Controller

Additional Skills:	Additional Certifications:
• Knowledge of Satellite Standards & Regulations • Satellite Communications Fundamentals • Telemetry Tracking & Command	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Satellite Operations Technician

Additional Skills:	Additional Certifications:
• Ground Station Systems • Knowledge of Satellite Standards & Regulations • Satellite Communications Fundamentals	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Field Technician (Submarine Network)



Infrastructure

Services

Support

Customer

Cluster



Submarine Network (Project Management)

Job Purpose



Responsible for supervising and coordinating all on-site subsea or offshore work activities.

Key Activities

1. Supervise and monitor all field activities, including installation, testing, and commissioning of subsea systems.
2. Ensure compliance with project specifications, procedures, and safety standards.
3. Liaise with the Project Implementer, suppliers, and offshore crews to coordinate daily operations.
4. Verify proper use, calibration, and maintenance of tools, equipment, and instruments.
5. Conduct inspections, quality checks, and documentation of all on-site activities.
6. Identify and report technical issues, deviations, or risks during field work.
7. Support troubleshooting, system testing, and verification during operations.
8. Prepare daily progress and site activity reports.

Prime Skills

- | | |
|--|--|
| 1. Engineering Drawing Interpretation | 10. Reporting and Documentation |
| 2. Failure Analysis | 11. Risk Governance |
| 3. Infrastructure Deployment | 12. Submarine Cable Systems |
| 4. Infrastructure Support | 13. Subsea Cable Regulation |
| 5. Marine Surveying | 14. System Installation/ Decommissioning |
| 6. Offshore Equipment | 15. Testing |
| 7. Offshore Safety and Health | 16. Troubleshooting |
| 8. Quality Assurance and Quality Control | 17. Vendor Management |
| 9. RCA & Corrective Action (RCCA) | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Subsea Engineer (Commercial)

Additional Skills:	Additional Certifications:
• Consortium Management • Contract Management • Project Management	N/A - no additional certifications are mandatory for this role

2. Subsea Engineer (Implementation)

Additional Skills:	Additional Certifications:
• Asset Management • Consortium Management • Infrastructure Development	N/A - no additional certifications are mandatory for this role

3. Subsea Engineer (Planning)

Additional Skills:	Additional Certifications:
• Consortium Management • Engineering Drawing and Design Specifications • GIS and Mapping Tools	N/A - no additional certifications are mandatory for this role

4. Cable Landing Station Technician

Additional Skills:	Additional Certifications:
• Disaster Recovery Management • Equipment Management • Fibre Splicing	N/A - no additional certifications are mandatory for this role

5. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

6. Customer Support Technician

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Wireless Network	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Subsea Engineer



Infrastructure

Services

Support

Customer

Cluster



Submarine Network (Project Management)

Job Purpose



Lead and manage the commercial, contractual, and regulatory aspects of subsea projects within the consortium.

Key Activities

1. Lead commercial coordination within the consortium, including pricing strategy, cost modeling, and budget management for subsea projects.
2. Support the drafting, negotiation, and finalization of consortium agreements, technical annexes, and contractual documentation.
3. Manage contract compliance, change control, and commercial risk tracking throughout the project lifecycle.
4. Oversee permitting and regulatory processes, liaising with governmental, legal, and environmental authorities to ensure full compliance.

Prime Skills

- | | |
|--|--------------------------------|
| 1. Consortium Management | 6. Reporting and Documentation |
| 2. Contract Management | 7. Resource Management |
| 3. Project Management | 8. Risk Governance |
| 4. Quality Assurance and Quality Control | 9. Subsea Cable Regulation |
| 5. Regulatory Compliance | 10. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Subsea Engineer (Implementation)

Additional Skills:	Additional Certifications:
• Asset Management • Failure Analysis • Marine Surveying	N/A - no additional certifications are mandatory for this role

2. Subsea Engineer (Planning)

Additional Skills:	Additional Certifications:
• Submarine Cable Route Planning • Submarine Cable Systems • Submarine System Design and Integration	N/A - no additional certifications are mandatory for this role

3. Project Manager

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Infrastructure Development • Marine Surveying	• Project Management Professional (PMP)

4. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

5. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

6. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

17. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

20. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

21. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

23. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

24. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Subsea Engineer (Implementation)



Infrastructure

Services

Support

Customer

Cluster



Submarine Network (Project Management)

Job Purpose



Responsible for managing the implementation phase of the subsea project.

Key Activities

1. Liaise with suppliers and contractors on all implementation and technical matters.
2. Oversee installation, testing, and commissioning of subsea systems according to design and specifications.
3. Monitor and control project costs, progress, and schedule to ensure timely and on-budget delivery.
4. Review and approve technical documentation, drawings, and procedures from suppliers.
5. Manage project risks, changes, and quality assurance activities during execution.
6. Coordinate with internal teams and consortium partners to resolve technical or execution issues.
7. Prepare regular project progress, cost, and performance reports.
8. Ensure all implementation work complies with safety, quality, and regulatory standards.

Prime Skills

- | | |
|---|---|
| 1. Asset Management | 12. RCA & Corrective Action (RCCA) |
| 2. Consortium Management | 13. Reporting and Documentation |
| 3. Engineering Drawing Interpretation | 14. Resource Management |
| 4. Failure Analysis | 15. Risk Governance |
| 5. Infrastructure Deployment | 16. Submarine Cable Systems |
| 6. Infrastructure Development | 17. Submarine System Design and Integration |
| 7. Marine Surveying | 18. Subsea Cable Regulation |
| 8. Offshore Equipment | 19. System Installation/ Decommissioning |
| 9. Offshore Safety and Health | 20. Testing |
| 10. Project Management | 21. Vendor Management |
| 11. Quality Assurance and Quality Control | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Subsea Engineer (Planning)**

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Infrastructure Strategy • Submarine Cable Route Planning	N/A – no additional certifications are mandatory for this role

2. Project Manager

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • GIS and Mapping Tools • Submarine Cable Route Planning	• Project Management Professional (PMP)

3. Subsea Engineer (Commercial)

Additional Skills:	Additional Certifications:
• Contract Management • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

4. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

5. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

6. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

17. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

20. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

21. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

23. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

24. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Subsea Engineer (Planning)



Infrastructure

Services

Support

Customer

Cluster



Submarine Network (Project Management)

Job Purpose



Responsible for the technical planning, conceptual and system-level design, and coordination of subsea systems during the pre-implementation phase of a project.

Key Activities

1. Develop end-to-end subsea system concepts, route layouts, and technical design specifications aligned with network coverage, capacity, and resiliency targets.
2. Prepare and maintain project execution and readiness plans, including engineering deliverables, resource requirements, and risk assessments.
3. Conduct feasibility studies, ensuring system integrity, compliance with standards, and environmental/regulatory requirements.
4. Coordinate with consortium members, vendors, and internal engineering teams on design scope, technical alignment, and interface management.
5. Prepare Bills of Materials (BoMs), design documentation, and support project implementers through handover and execution stages.

Prime Skills

- | | |
|--|---|
| 1. Consortium Management | 11. Reporting and Documentation |
| 2. Engineering Drawing and Design Specifications | 12. Resource Management |
| 3. Failure Analysis | 13. Risk Governance |
| 4. GIS and Mapping Tools | 14. Submarine Cable Route Planning |
| 5. Infrastructure Strategy | 15. Submarine Cable Systems |
| 6. Marine Surveying | 16. Submarine System Design and Integration |
| 7. Offshore Equipment | 17. Subsea Cable Regulation |
| 8. Offshore Safety and Health | 18. System Installation/ Decommissioning |
| 9. Project Management | 19. Testing |
| 10. Quality Assurance and Quality Control | 20. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Subsea Engineer (Implementation)

Additional Skills:	Additional Certifications:
• Engineering Drawing Interpretation • Infrastructure Deployment • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

2. Project Manager

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Infrastructure Deployment • Infrastructure Development	• Project Management Professional (PMP)

3. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

4. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

6. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Project Manager



Infrastructure

Services

Support

Customer

Cluster



Submarine Network (Project Management)

Job Purpose



Lead planning, execution, and delivery of submarine cable projects, ensuring safe, on-time, and compliant deployment.

Key Activities

1. Develop and manage the overall project plan for submarine cable deployment.
2. Coordinate marine survey, route engineering, and installation activities.
3. Define project scope, schedule, milestones, and resource requirements.
4. Ensure engineering designs, specifications, and installation methods comply with technical standards.
5. Identify and mitigate project risks, including weather delays, marine hazards, or equipment issues.
6. Enforce quality, safety, and environmental compliance during offshore operations.
7. Manage project budgets, track progress, prepare status reports, and update management and stakeholders.

Prime Skills

- | | |
|--|---|
| 1. Budget Management and Cost Management | 11. Quality Assurance and Quality Control |
| 2. Consortium Management | 12. Resource Management |
| 3. Engineering Drawing and Design Specifications | 13. Risk Governance |
| 4. GIS and Mapping Tools | 14. Submarine Cable Route Planning |
| 5. Infrastructure Deployment | 15. Submarine Cable Systems |
| 6. Infrastructure Development | 16. Submarine System Design and Integration |
| 7. Marine Surveying | 17. Subsea Cable Regulation |
| 8. Offshore Equipment | 18. System Installation/ Decommissioning |
| 9. Offshore Safety and Health | 19. Testing |
| 10. Project Management | 20. Vendor Management |

Certification(s)

Project Management Professional (PMP)

CAREER MOBILITY OPTIONS**1. Customer Experience Manager**

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

2. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

3. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Support Manager

Additional Skills:	Additional Certifications:
• Customer Management • Service Level Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

5. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

6. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

8. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

9. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

14. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

15. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

16. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

17. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

18. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

20. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Transmission Engineer



Infrastructure

Services

Support

Customer

Cluster



Transmission Network

Job Purpose



Install and maintain the transmission systems that carry data and voice signals across telecom networks.

Key Activities

1. Study system performance and suggest changes to improve capacity and stability.
2. Work with project teams to plan schedules, define goals, and deliver projects on time.
3. Review and analyse system data to find problems and identify areas for improvement.
4. Support system installation and integration, making sure all components work well together.
5. Troubleshoot and fix system issues, using data and tools to find and solve root causes.
6. Help improve existing processes and technologies to keep systems running smoothly and efficiently.

Prime Skills

- | | |
|--|---|
| 1. Infrastructure Deployment | 10. Prompt Engineering |
| 2. Infrastructure Design | 11. Quality Assurance and Quality Control |
| 3. Infrastructure Support | 12. Site Assessment and Analysis |
| 4. Network Administration and Maintenance | 13. System Installation/ Decommissioning |
| 5. Network Configuration and Troubleshooting | 14. System Integration and Configuration |
| 6. Network Design and Planning | 15. System Performance Management |
| 7. Network Optimisation | 16. TCP/ IP and Networking Protocols |
| 8. Network Security | 17. Troubleshooting |
| 9. Networking Fundamentals | 18. Vendor Management |

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS

1. Transmission Manager

Additional Skills:	Additional Certifications:
- Budget Management and Cost Management - Business Environment Analytics - Business Intelligence	N/A - no additional certifications are mandatory for this role

2. Transmission Network Planner

Additional Skills:	Additional Certifications:
- Capacity Planning - GIS and Mapping Tools - Infrastructure Strategy	N/A - no additional certifications are mandatory for this role

3. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
- Fibre Splicing - GIS and Mapping Tools - Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

4. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
- GIS and Mapping Tools - Propagation Modelling - Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

5. DAS Engineer

Additional Skills:	Additional Certifications:
- DAS Design and Optimisation - GIS and Mapping Tools - Infrastructure Strategy	N/A - no additional certifications are mandatory for this role

6. Microwave Engineer

Additional Skills:	Additional Certifications:
- Link Budget Analysis - Microwave Link Design - Network Simulation and Modelling	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. RAN Engineer

Additional Skills:	Additional Certifications:
• Capacity Planning • Drive Testing • GIS and Mapping Tools	N/A - no additional certifications are mandatory for this role

8. RF Engineer

Additional Skills:	Additional Certifications:
• Drive Testing • Radio Frequency Engineering • Wireless Network	N/A - no additional certifications are mandatory for this role

9. Subsea Engineer (Commercial)

Additional Skills:	Additional Certifications:
• Consortium Management • Contract Management • Project Management	N/A - no additional certifications are mandatory for this role

10. Subsea Engineer (Implementation)

Additional Skills:	Additional Certifications:
• Asset Management • Consortium Management • Marine Surveying	N/A - no additional certifications are mandatory for this role

11. Subsea Engineer (Planning)

Additional Skills:	Additional Certifications:
• Consortium Management • Marine Surveying • Subsea Cable Regulation	N/A - no additional certifications are mandatory for this role

12. Cable Landing Station Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Equipment Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

14. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

15. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

16. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
- Customer Management - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

17. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
- Predictive Maintenance - Preventive Maintenance - Service Quality Management	N/A - no additional certifications are mandatory for this role

18. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

20. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

21. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

22. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

23. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

24. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

26. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

27. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

28. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

29. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

30. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

32. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

33. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Transmission Manager



Infrastructure

Services

Support

Customer

Cluster



Transmission Network

Job Purpose



Oversee the planning, deployment, and performance management of transmission network infrastructure, ensuring reliable connectivity and compliance with technical and regulatory standards.

Key Activities

1. Develop transmission network architecture plans, capacity forecasts, and link engineering designs to meet operational and future scalability needs.
2. Manage end-to-end deployment of transmission systems, ensuring projects are executed according to technical specifications, timelines, and budgets.
3. Analyze transmission KPIs, troubleshoot network bottlenecks, and implement system optimizations to maintain high availability and service quality.
4. Ensure all transmission operations adhere to national telecommunications regulations, licensing requirements, and industry engineering standards.
5. Coordinate with transmission equipment vendors, approve system upgrades, and manage technology migrations to enhance network capabilities.

Prime Skills

- | | |
|---|---|
| 1. Artificial Intelligence Application | 12. Network Design and Planning |
| 2. Big Data Analytics | 13. Network Optimisation |
| 3. Budget Management and Cost Management | 14. Network Security |
| 4. Business Environment Analytics | 15. Network Simulation and Modelling |
| 5. Business Intelligence | 16. Network Slicing |
| 6. Capacity Planning | 17. Networking Fundamentals |
| 7. Emerging Technology Synthesis | 18. People and Performance Management |
| 8. Infrastructure Deployment | 19. Project Management |
| 9. Infrastructure Design | 20. Prompt Engineering |
| 10. Infrastructure Strategy | 21. Propagation Modelling |
| 11. Network Configuration and Troubleshooting | 22. Quality Assurance and Quality Control |

23. Regulatory Compliance	27. System Performance Management
24. Site Assessment and Analysis	28. TCP/ IP and Networking Protocols
25. Strategy Development and Implementation Management	29. Vendor Management
26. System Integration and Configuration	

Certification(s)

Cisco Certified Network Associate (CCNA)

CAREER MOBILITY OPTIONS

1. Access Network Manager (Fixed)

Additional Skills:	Additional Certifications:
• Failure Analysis • GIS and Mapping Tools • Systems Design	N/A - no additional certifications are mandatory for this role

2. Access Network Manager (Wireless)

Additional Skills:	Additional Certifications:
• GIS and Mapping Tools • Radio Frequency Engineering • Spectrum Management	N/A - no additional certifications are mandatory for this role

3. Project Manager

Additional Skills:	Additional Certifications:
• Consortium Management • Marine Surveying • Subsea Cable Regulation	• Project Management Professional (PMP)

4. Cable Landing Station Manager

Additional Skills:	Additional Certifications:
• Consortium Management • Crisis Management • Disaster Recovery Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Customer Experience Manager

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

6. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

8. Customer Support Manager

Additional Skills:	Additional Certifications:
- Customer Management - Service Level Management - Service Quality Management	N/A - no additional certifications are mandatory for this role

9. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

12. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

13. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

18. Risk Manager

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

19. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

20. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

21. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

24. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit and Compliance Strategy Development • Audit Management • Compliance Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Transmission Network Planner



Infrastructure

Services

Support

Customer

Cluster



Transmission Network

Job Purpose



Design and plan reliable, scalable, and cost-efficient transmission networks.

Key Activities

1. Design end-to-end transmission networks based on coverage, capacity, and resiliency requirements.
2. Develop detailed transmission plans and BoQs in alignment with project timelines, budget, and technical standards.
3. Perform network capacity forecasting, utilization analysis, and scalability assessments.
4. Ensure network designs comply with industry regulations, operator policies, and service-level agreements.

Prime Skills

- | | |
|----------------------------------|---|
| 1. Big Data Analytics | 11. Network Simulation and Modelling |
| 2. Capacity Planning | 12. Network Slicing |
| 3. Emerging Technology Synthesis | 13. Network Virtualisation |
| 4. GIS and Mapping Tools | 14. Networking Fundamentals |
| 5. Infrastructure Deployment | 15. Project Management |
| 6. Infrastructure Design | 16. Prompt Engineering |
| 7. Infrastructure Strategy | 17. Propagation Modelling |
| 8. Network Design and Planning | 18. Quality Assurance and Quality Control |
| 9. Network Optimisation | 19. TCP/ IP and Networking Protocols |
| 10. Network Security | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Transmission Engineer**

Additional Skills:	Additional Certifications:
• Infrastructure Support • System Installation/ Decommissioning • System Integration and Configuration	• Cisco Certified Network Associate (CCNA)

2. Transmission Manager

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Business Environment Analytics • Business Intelligence	• Cisco Certified Network Associate (CCNA)

3. Access Network Engineer (Fixed)

Additional Skills:	Additional Certifications:
• Fibre Splicing • Radio Frequency Engineering • Site Assessment and Analysis	• Cisco Certified Network Associate (CCNA)

4. Access Network Engineer (Wireless)

Additional Skills:	Additional Certifications:
• Radio Frequency Engineering • Spectrum Management • Wireless Network	• Cisco Certified Network Associate (CCNA)

5. DAS Engineer

Additional Skills:	Additional Certifications:
• DAS Design and Optimisation • GIS and Mapping Tools • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

6. Microwave Engineer

Additional Skills:	Additional Certifications:
• Link Budget Analysis • Microwave Link Design • Spectrum Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. RAN Engineer

Additional Skills:	Additional Certifications:
• Drive Testing • Radio Frequency Engineering • Wireless Network	N/A - no additional certifications are mandatory for this role

8. RF Engineer

Additional Skills:	Additional Certifications:
• Drive Testing • Radio Frequency Engineering • Wireless Network	N/A - no additional certifications are mandatory for this role

9. Subsea Engineer (Planning)

Additional Skills:	Additional Certifications:
• Consortium Management • Marine Surveying • Submarine Cable Route Planning	N/A - no additional certifications are mandatory for this role

10. Subsea Engineer (Implementation)

Additional Skills:	Additional Certifications:
• Asset Management • Consortium Management • Subsea Cable Regulation	N/A - no additional certifications are mandatory for this role

11. Subsea Engineer (Commercial)

Additional Skills:	Additional Certifications:
• Consortium Management • Contract Management • Resource Management	N/A - no additional certifications are mandatory for this role

12. Cable Landing Station Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Equipment Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A - no additional certifications are mandatory for this role

14. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

15. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

16. Customer Support Engineer (Enterprise & Technical)

Additional Skills:	Additional Certifications:
• Customer Management • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

17. Customer Support Engineer (Mobile Services)

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Service Quality Management	N/A - no additional certifications are mandatory for this role

18. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

20. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

21. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

22. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

23. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Requirements Definition and Management	N/A - no additional certifications are mandatory for this role

24. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

26. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

27. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

28. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

29. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

30. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

32. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

33. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud Analyst



Infrastructure



Services



Support



Customer

Cluster



Cloud Network

Job Purpose



Manage and optimise cloud-based infrastructure and services to ensure efficient, scalable, and secure delivery of telecommunications solutions.

Key Activities

1. Manage cloud infrastructure to support telecom services such as VoIP, OSS/BSS systems, and network management tools.
2. Collaborate with network engineers and system administrators to migrate legacy systems to the cloud.
3. Monitor cloud resources and usage, optimizing for performance and cost.
4. Ensure compliance with security and regulatory standards specific to telecom.
5. Analyse and troubleshoot cloud-related issues impacting service delivery.
6. Create dashboards and reports to visualize system performance and cloud spending.

Prime Skills

- | | |
|--|--|
| 1. Artificial Intelligence Application | 7. Incident Management |
| 2. Big Data Analytics | 8. Networking Fundamentals |
| 3. Budget Management and Cost Management | 9. Prompt Engineering |
| 4. Cloud Computing | 10. RCA & Corrective Action (RCCA) |
| 5. Cloud Security | 11. System Integration and Configuration |
| 6. Data Visualisation and Storytelling | 12. TCP/ IP and Networking Protocols |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Cloud Developer

Additional Skills:	Additional Certifications:
- Agile Software Development - Application Programming Interface (API) Management - Containerisation and Orchestration	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

2. Cloud FinOps Engineer

Additional Skills:	Additional Certifications:
- Process Automation - Programming - Coding and Scripting	N/A - no additional certifications are mandatory for this role

3. Cloud Engineer

Additional Skills:	Additional Certifications:
- Cloud Architecture - Containerisation and Orchestration - Continuous Integration and Continuous Deployment (CI/CD)	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

4. Cloud Network Engineer

Additional Skills:	Additional Certifications:
- Cloud Architecture - Containerisation and Orchestration - Continuous Integration and Continuous Deployment (CI/CD)	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

5. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
- Customer Behaviour Analysis - Customer Experience Management - Customer Profiling	N/A - no additional certifications are mandatory for this role

6. Customer Service Representative

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Customer Management - Service Excellence	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud Analyst



Infrastructure



Services



Support



Customer

Cluster



Cloud Network

Job Purpose



Design and implement secure and scalable cloud infrastructure.

Key Activities

1. Design and implement scalable, resilient, and cost-efficient cloud architectures on platforms.
2. Infrastructure and application architecture using modern approaches like microservices, containers, and serverless.
3. Lead cloud migration strategies from on-prem to cloud.
4. Design and enforce cloud security policies, access control, and compliance frameworks.
5. Develop infrastructure as code (IaC) using tools.
6. Architect CI/CD pipelines and automation workflows to streamline infrastructure and application delivery.
7. Collaborate with developers, DevOps, network, and security teams to deliver end-to-end cloud solutions.
8. Conduct detailed risk assessments of cloud environments, including the evaluation of security controls for third-party services and implement risk mitigation strategies based on threat Modelling and vulnerability analysis.
9. Stay updated with emerging security threats, technologies and trends to continuously improve cloud security strategies and architecture.

Prime Skills

- | | |
|---|-----------------------------------|
| 1. Artificial Intelligence Application | 11. Infrastructure Deployment |
| 2. Cloud Architecture | 12. Infrastructure Design |
| 3. Cloud Computing | 13. Infrastructure Development |
| 4. Cloud Security | 14. Networking Fundamentals |
| 5. Containerisation and Orchestration | 15. Programming |
| 6. Continuous Integration and Continuous Deployment (CI/CD) | 16. Coding and Scripting |
| 7. Cyber and Data Breach Incident Management | 17. Prompt Engineering |
| 8. DevSecOps | 18. Risk Governance |
| 9. Incident Management | 19. Risk Management |
| 10. Infrastructure as Code (IaC) | 20. Risk Modelling and Validation |

21. Security Administration

25. Solution Architecture

22. Security Architecture

26. Solution Design Thinking

23. Security Assessment and Testing

27. Threat Intelligence and Detection

24. Security Monitoring

Certification(s)

Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

CAREER MOBILITY OPTIONS

1. Cloud Manager

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- Strategy Development and Implementation Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Cloud Product Manager

Additional Skills:

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Channel Sales Manager

Additional Skills:

- Account Management
- Sales Strategy and Execution
- Sales Target Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Distribution Sales Manager

Additional Skills:

- Account Management
- Sales Strategy and Execution
- Sales Target Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

7. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

12. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

13. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

14. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

15. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

18. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

19. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

20. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

21. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud Developer



Infrastructure


Services


Support



Customer

Cluster



Cloud Network

Job Purpose



Develop applications and services that run on cloud computing platforms.

Key Activities

1. Develop cloud-native applications using modern architectures like microservices, containers, and serverless.
2. Automate deployment and infrastructure using IaC tools.
3. Implement CI/CD pipelines for efficient delivery and operations.
4. Apply cloud security best practices including access control, encryption, and compliance.
5. Monitor and optimize performance using cloud-native tools; ensure scalability and cost efficiency.

Prime Skills

- | | |
|---|-------------------------------------|
| 1. Agile Software Development | 10. DevSecOps |
| 2. Application Programming Interface (API) Management | 11. Infrastructure as Code (IaC) |
| 3. Artificial Intelligence Application | 12. Process Automation |
| 4. Cloud Computing | 13. Programming |
| 5. Cloud Security | 14. Coding and Scripting |
| 6. Containerisation and Orchestration | 15. Prompt Engineering |
| 7. Continuous Integration and Continuous Deployment (CI/CD) | 16. Software Configuration |
| 8. Database Management | 17. Software Design and Development |
| 9. DevOps | 18. Software Testing |

Certification(s)

Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

CAREER MOBILITY OPTIONS**1. Cloud Architect**

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	N/A - no additional certifications are mandatory for this role

2. Cloud Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Hybrid Cloud Networking	N/A - no additional certifications are mandatory for this role

3. Cloud FinOps Engineer

Additional Skills:	Additional Certifications:
• Big Data Analytics • Budget Management and Cost Management • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

4. Cloud Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

5. Cloud Network Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Hybrid Cloud Networking • Incident Management	N/A - no additional certifications are mandatory for this role

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

8. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A - no additional certifications are mandatory for this role

18. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

21. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

24. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud Engineer



Infrastructure



Services



Support



Customer

Cluster



Cloud Network

Job Purpose



Design, deploy and configure solutions in the cloud.

Key Activities

1. Design and implement cloud-based solutions that meet business requirements.
2. Deploy and manage cloud infrastructure using platforms.
3. Configure and optimise cloud services for performance, security, and cost-effectiveness.
4. Collaborate with development teams to integrate cloud solutions into existing applications.
5. Monitor and troubleshoot cloud environments to ensure high availability and reliability.

Prime Skills

- | | |
|---|------------------------------------|
| 1. Artificial Intelligence Application | 14. Infrastructure as Code (IaC) |
| 2. Budget Management and Cost Management | 15. Infrastructure Deployment |
| 3. Cloud Architecture | 16. Infrastructure Design |
| 4. Cloud Computing | 17. Infrastructure Development |
| 5. Cloud Security | 18. Network Security |
| 6. Containerisation and Orchestration | 19. Network Virtualisation |
| 7. Continuous Integration and Continuous Deployment (CI/CD) | 20. Networking Fundamentals |
| 8. Crisis Management | 21. Programming |
| 9. Database Management | 22. Coding and Scripting |
| 10. DevOps | 23. Project Management |
| 11. Disaster Recovery Management | 24. Prompt Engineering |
| 12. Hybrid Cloud Networking | 25. RCA & Corrective Action (RCCA) |
| 13. Incident Management | 26. Security Architecture |

27. Solution Architecture

29. TCP/ IP and Networking Protocols

28. System Integration and Configuration

30. Vendor Management

Certification(s)

Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

CAREER MOBILITY OPTIONS

1. Cloud Architect

Additional Skills:

- DevSecOps
- Risk Modelling and Validation
- Solution Design Thinking

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Cloud Developer

Additional Skills:

- Agile Software Development
- Application Programming Interface (API) Management
- DevSecOps

Additional Certifications:

- Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

3. Cloud FinOps Engineer

Additional Skills:

- Big Data Analytics
- Data Visualisation and Storytelling
- Process Automation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Cloud Manager

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- Strategy Development and Implementation Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Cloud Network Engineer

Additional Skills:	Additional Certifications:
N/A - no additional skills are required for this career mobility option	N/A - no additional certifications are mandatory for this role

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

7. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

8. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

13. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

21. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

24. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud FinOps Engineer



Infrastructure



Services



Support



Customer

Cluster



Cloud Network

Job Purpose



Optimise cloud spending by aligning financial accountability with cloud operations to ensure cost-effective resource usage.

Key Activities

1. Monitor and manage cloud usage and spend across platforms to ensure cost efficiency and financial accountability.
2. Partner with engineering, finance, and operations teams to analyse cloud consumption trends, forecast budgets, and optimize resource allocation.
3. Develop and implement cost optimization strategies, including rightsizing, commitment planning, and automation of cost controls.
4. Build dashboards and reports to provide visibility into cloud costs, usage, and efficiency metrics.
5. Identify and address inefficiencies, providing recommendations to improve cloud cost performance.
6. Drive adoption of FinOps best practices across teams and promote a culture of financial responsibility in cloud operations.

Prime Skills

- | | |
|--|--|
| 1. Artificial Intelligence Application | 6. Data Visualisation and Storytelling |
| 2. Big Data Analytics | 7. Process Automation |
| 3. Budget Management and Cost Management | 8. Programming |
| 4. Cloud Computing | 9. Coding and Scripting |
| 5. Cloud Security | 10. Prompt Engineering |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Cloud Architect

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	• Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

2. Cloud Developer

Additional Skills:	Additional Certifications:
• Agile Software Development • Application Programming Interface (API) Management • Containerisation and Orchestration	• Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

3. Cloud Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Containerisation and Orchestration • Continuous Integration and Continuous Deployment (CI/CD)	• Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

4. Cloud Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

5. Cloud Network Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Hybrid Cloud Networking • Infrastructure as Code (IaC)	• Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

17. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

21. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

24. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud Manager



Infrastructure


Services


Support



Customer

Cluster



Cloud Network

Job Purpose



Lead the delivery of cloud services and solutions that enable business transformation.

Key Activities

1. Define and deliver cloud service strategy aligned with business objectives and customer needs.
2. Design service frameworks for scalable, secure, and resilient cloud solutions, ensuring integration with IT and telecom ecosystems.
3. Establish governance and compliance standards for security, data privacy, and regulatory requirements across all cloud services.
4. Drive service excellence through proactive monitoring, backup, disaster recovery, and performance optimisation.

Prime Skills

- | | |
|---|--|
| 1. Artificial Intelligence Application | 11. Disaster Recovery Management |
| 2. Budget Management and Cost Management | 12. Infrastructure as Code (IaC) |
| 3. Business Environment Analytics | 13. People and Performance Management |
| 4. Business Intelligence | 14. Programming |
| 5. Cloud Architecture | 15. Coding and Scripting |
| 6. Cloud Computing | 16. Project Management |
| 7. Cloud Security | 17. Prompt Engineering |
| 8. Containerisation and Orchestration | 18. Risk Governance |
| 9. Continuous Integration and Continuous Deployment (CI/CD) | 19. Strategy Development and Implementation Management |
| 10. Crisis Management | 20. System Integration and Configuration |

Certification(s)

Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

CAREER MOBILITY OPTIONS**1. Cloud Product Manager**

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A - no additional certifications are mandatory for this role

2. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

3. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

4. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

5. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

8. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

10. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

11. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

12. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

14. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

15. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

16. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

17. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

18. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

20. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud Network Engineer



Infrastructure



Services



Support



Customer

Cluster



Cloud Network

Job Purpose



Design, implement and manage network infrastructure across multicloud and hybrid cloud environments.

Key Activities

1. Design and implement cloud and hybrid network architectures.
2. Manage network connectivity between cloud providers, data centers, and branch offices.
3. Configure firewalls, Network Address Translation (NAT) gateways, routing tables, and Domain Name System (DNS) services in cloud and hybrid environments.
4. Implement and manage load balancers, network security groups, and cloud-based Web Application Firewalls (WAFs).
5. Automate network deployments using Infrastructure as Code (IaC) tools.
6. Monitor and optimise network performance, availability, and cost using cloud-native tools.
7. Ensure network security and compliance, including segmentation, encryption, access control, and logging.

Prime Skills

- | | |
|---|--|
| 1. Artificial Intelligence Application | 13. Infrastructure Development |
| 2. Cloud Architecture | 14. Network Security |
| 3. Cloud Computing | 15. Programming |
| 4. Cloud Security | 16. Coding and Scripting |
| 5. Containerisation and Orchestration | 17. Project Management |
| 6. Continuous Integration and Continuous Deployment (CI/CD) | 18. Prompt Engineering |
| 7. Database Management | 19. RCA & Corrective Action (RCCA) |
| 8. Hybrid Cloud Networking | 20. Security Architecture |
| 9. Incident Management | 21. Solution Architecture |
| 10. Infrastructure as Code (IaC) | 22. System Integration and Configuration |
| 11. Infrastructure Deployment | 23. TCP/ IP and Networking Protocols |
| 12. Infrastructure Design | 24. Vendor Management |

Certification(s)

Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

CAREER MOBILITY OPTIONS**1. Cloud Architect****Additional Skills:**

- DevSecOps
- Risk Modelling and Validation
- Solution Design Thinking

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Cloud Developer**Additional Skills:**

- Agile Software Development
- DevOps
- DevSecOps

Additional Certifications:

Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

3. Cloud Engineer**Additional Skills:**

- Crisis Management
- DevOps
- Disaster Recovery Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Cloud FinOps Engineer**Additional Skills:**

- Big Data Analytics
- Budget Management and Cost Management
- Data Visualisation and Storytelling

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Cloud Manager**Additional Skills:**

- Business Environment Analytics
- Business Intelligence
- Strategy Development and Implementation Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

7. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

13. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

17. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

21. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

22. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

23. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24.Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

AI and ML Engineer



Infrastructure



Services



Support



Customer

Cluster



Data Services

Job Purpose



Design, build and maintain AI-driven and machine learning solutions.

Key Activities

1. Build AI-driven systems for self-optimising, self-healing, and self-configuring networks (SON).
2. Process large volumes of real-time data from base stations, core, and edge to extract actionable insight.
3. Design, build, and deploy supervised and unsupervised ML models to solve complex problems.
4. Conduct data analysis and preprocessing to ensure high-quality input for models.
5. Optimise and fine-tune models for performance, scalability, and accuracy.
6. Work with cross-functional teams to integrate models into telecom and enterprise systems.
7. Continuously monitor AI/ML system performance and retrain or refine logic as needed.

Prime Skills

- | | |
|---|--------------------------------------|
| 1. Application Programming Interface (API) Management | 13. DevOps |
| 2. Artificial Intelligence Application | 14. DevSecOps |
| 3. Artificial Intelligence Deployment | 15. Machine Learning |
| 4. Artificial Intelligence Management | 16. Machine Learning Models |
| 5. Artificial Intelligence Security | 17. Natural Language Processing |
| 6. Big Data Analytics | 18. Networking Fundamentals |
| 7. Cloud Computing | 19. Predictive Modelling |
| 8. Computational Modelling | 20. Programming |
| 9. Continuous Integration and Continuous Deployment (CI/CD) | 21. Coding and Scripting |
| 10. Data Engineering | 22. Prompt Engineering |
| 11. Data Modelling | 23. TCP/ IP and Networking Protocols |
| 12. Data Visualisation and Storytelling | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI Ethics Officer

Additional Skills:

- Artificial Intelligence Ethics and Governance
- Audit and Compliance Strategy Development
- Compliance Reporting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Data and AI Manager

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- Strategy Development and Implementation Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Data Engineer

Additional Skills:

- Data Warehouse Solutions
- Data Wrangling
- Database Design

Additional Certifications:

Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

4. Data Modelling Specialist

Additional Skills:

- Business Continuity Management
- Business Needs Analysis
- Business Process Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Data Scientist

Additional Skills:

- Data Wrangling
- Database Management
- Mathematical Concepts Application

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

7. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

13. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A - no additional certifications are mandatory for this role

17. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

21. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24.Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

AI Ethics Officer



Infrastructure



Services



Support



Customer

Cluster



Data Services

Job Purpose



Ensure responsible AI use by setting guidelines, managing risks and fostering ethical culture.

Key Activities

1. Create and implement ethical guidelines and policies for the development and deployment of AI systems within the organisation.
2. Ensure that AI practices comply with relevant laws, regulations, and industry standards.
3. Identify and assess potential ethical risks associated with AI technologies.
4. Lead investigations into ethical concerns or incidents related to AI systems and provide recommendations for corrective actions.
5. Build an ethical culture by raising awareness and understanding of AI ethics among employees and stakeholders.

Prime Skills

- | | |
|--|--------------------------------------|
| 1. Artificial Intelligence Ethics and Governance | 8. Knowledge of Legal and Compliance |
| 2. Artificial Intelligence Management | 9. Machine Learning |
| 3. Audit and Compliance Strategy Development | 10. Prompt Engineering |
| 4. Compliance Reporting | 11. Regulatory Compliance |
| 5. Corporate Governance | 12. Regulatory Risk Assessment |
| 6. Data Privacy and Security | 13. Risk Management |
| 7. Incident Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Data and AI Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

2. Data Modelling Specialist

Additional Skills:	Additional Certifications:
• Business Continuity Management • Business Needs Analysis • Business Process Management	N/A - no additional certifications are mandatory for this role

3. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

4. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

6. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

9. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

10. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

16. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

17. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

18. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Data Ethics • Information Security	N/A – no additional certifications are mandatory for this role

20. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

21. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Analyst



Infrastructure


Services


Support



Customer

Cluster



Data Services

Job Purpose



Turn business needs into actionable insights through data preparation, analysis, and visualisation.

Key Activities

1. Identify stakeholder information needs, translate business requirements into analytics/reporting specifications, and recommend suitable data sources.
2. Support the development of business intelligence service offerings aligned with organisational needs and regulatory frameworks.
3. Analyse data to identify trends, patterns, and correlations, and propose insights or recommendations to support decision-making.
4. Present insights using automated models, reports, and data visualizations, translating complex findings into clear business narratives and storytelling.

Prime Skills

- | | |
|--|----------------------------|
| 1. Artificial Intelligence Application | 7. Programming |
| 2. Big Data Analytics | 8. Coding and Scripting |
| 3. Cloud Computing | 9. Prompt Engineering |
| 4. Data Governance | 10. SQL/ Database Querying |
| 5. Data Visualisation and Storytelling | 11. Statistical Analytics |
| 6. Data Wrangling | |

Certification(s)

Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

CAREER MOBILITY OPTIONS**1. AI Ethics Officer**

Additional Skills:	Additional Certifications:
• Artificial Intelligence Ethics and Governance • Artificial Intelligence Management • Audit and Compliance Strategy Development	N/A - no additional certifications are mandatory for this role

2. Data Modelling Specialist

Additional Skills:	Additional Certifications:
• Business Continuity Management • Business Needs Analysis • Business Process Management	N/A - no additional certifications are mandatory for this role

3. Data Scientist

Additional Skills:	Additional Certifications:
• Computational Modelling • Data Engineering • Data Modelling	N/A - no additional certifications are mandatory for this role

4. AI and ML Engineer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Deployment • Artificial Intelligence Management • Artificial Intelligence Security	N/A - no additional certifications are mandatory for this role

5. Data Engineer

Additional Skills:	Additional Certifications:
• Data Engineering • Data Modelling • Data Warehouse Solutions	N/A - no additional certifications are mandatory for this role

6. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Customer Experience Management • Customer Profiling	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A - no additional certifications are mandatory for this role

8. Product Analyst

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Product Advisory • Product Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data and AI Manager



Infrastructure



Services



Support



Customer

Cluster



Data Services

Job Purpose



Lead the data and AI function to drive strategy, innovation, and impactful solutions.

Key Activities

1. Manage the end-to-end lifecycle of data and AI/ML operations, including data pipeline governance, model deployment, monitoring, retraining, compliance, and integration into business platforms.
2. Oversee the design, development, deployment, and continuous improvement of AI and data solutions, ensuring they deliver measurable business impact.
3. Ensure integration of ML models, AI systems, and data pipelines into operational and customer-facing platforms.
4. Communicate priorities, project progress, and insights to senior leadership and key stakeholders
5. Evaluate emerging AI, ML, and data technologies for applicability and scalability within the organization.
6. Ensure data management, AI models, and analytics processes comply with data privacy, security, and regulatory requirements.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Artificial Intelligence Management | 9. Machine Learning |
| 2. Business Environment Analytics | 10. People and Performance Management |
| 3. Business Intelligence | 11. Programming |
| 4. Cloud Computing | 12. Coding and Scripting |
| 5. Data Engineering | 13. Prompt Engineering |
| 6. Data Governance | 14. Statistical Analytics |
| 7. Data Modelling | 15. Strategy Development and Implementation Management |
| 8. Enterprise Architecture | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Data Product Manager

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A - no additional certifications are mandatory for this role

2. Customer Experience Manager

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Process Re-engineering	N/A - no additional certifications are mandatory for this role

3. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

5. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

6. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

8. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

9. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

10. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

11. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

12. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Manager

Additional Skills:

- Customer Management
- Product Demonstration
- Technical Presentation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

14. Corporate Communications Manager

Additional Skills:

- Media Relation Management
- Public Relation Management
- Reputation Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

15. Data Privacy Manager

Additional Skills:

- Compliance Reporting
- Data Ethics
- Data Privacy and Security

Additional Certifications:

N/A - no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:

- Environment and Social Governance
- Sustainability Management
- Sustainable Business Practices

Additional Certifications:

N/A - no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:

- Knowledge of Regulatory
- Legal and Regulatory Research
- Policy Analysis and Development

Additional Certifications:

- Public Policy
- Public Administration

18. Policy and Regulatory Affairs Manager

Additional Skills:

- Regulatory Affairs
- Regulatory Compliance
- Regulatory Risk Assessment

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

20. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Engineer



Infrastructure


Services


Support



Customer

Cluster



Data Services

Job Purpose



Design, build, and maintain scalable data infrastructure and pipelines to ensure the efficient collection, processing, and availability of data for analytics and operational use.

Key Activities

1. Support the design, implementation, and maintenance of data flow channels and data processing systems.
2. Define optimal solutions to data collection, processing, and warehousing.
3. Design, code, and test data systems and implement them into the internal infrastructure.
4. Collect, clean, validate, and update data from internal systems and external sources to ensure accuracy, quality, and relevance.
5. Perform ETL (extract, transform, load) tasks to prepare data for analysis or transfer across systems.
6. Understand business processes and resolve challenges to provide solutions with clean and interlinked databases and architectures.

Prime Skills

- | | |
|--|-----------------------------------|
| 1. Artificial Intelligence Application | 11. Database Design |
| 2. Back-End Technologies | 12. Database Management |
| 3. Big Data Analytics | 13. Database Security |
| 4. Cloud Computing | 14. Emerging Technology Synthesis |
| 5. Cloud Security | 15. Machine Learning |
| 6. Data Engineering | 16. Programming |
| 7. Data Governance | 17. Coding and Scripting |
| 8. Data Modelling | 18. Prompt Engineering |
| 9. Data Warehouse Solutions | 19. SQL/ Database Querying |
| 10. Data Wrangling | |

Certification(s)

Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

CAREER MOBILITY OPTIONS**1. Data and AI Manager**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

2. Data Scientist

Additional Skills:	Additional Certifications:
• Computational Modelling • Data Visualisation and Storytelling • Mathematical Concepts Application	N/A - no additional certifications are mandatory for this role

3. AI Ethics Officer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Ethics and Governance • Artificial Intelligence Management • Audit and Compliance Strategy Development	N/A - no additional certifications are mandatory for this role

4. Data Modelling Specialist

Additional Skills:	Additional Certifications:
• Business Continuity Management • Business Needs Analysis • Business Process Management	N/A - no additional certifications are mandatory for this role

5. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

23. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Modelling Specialist



Infrastructure



Services



Support



Customer

Cluster



Data Services

Job Purpose



Drive strategic growth beyond core business by providing robust modelling, analysis and strategic insights across high-priority initiatives.

Key Activities

1. Responsible to drive priority strategic projects to generate new revenue sources (beyond core), including the management of the entire end-to-end process (e.g. evaluation of new business ideas / proposals, exploration with external parties – strategic external partnership opportunities, development of entire concept until early execution).
2. Lead key work streams under 5G projects, which includes 5G-related mergers and acquisition (e.g. Spectrum Sharing Agreements), 5G wholesale operations, 5G dual network transition and 5G use case development. This will include stakeholder engagement across all levels.
3. Support and drive performance management, this includes analysis of performance indicators of business lines and where necessary, identifying initiatives to improve topline performance and overall cost structure (Operational Efficiency, structural cost initiatives).
4. Develop long term (3-5year) strategic direction, which includes leading workshops and discussions across various strategic topics, Also responsible for further developing and executing key strategic projects / initiatives resulting from Board of Directors discussions.

Prime Skills

- | | |
|---|--|
| 1. Artificial Intelligence Application | 11. Emerging Technology Monitoring |
| 2. Business Continuity Management | 12. Emerging Technology Synthesis |
| 3. Business Innovation | 13. Market Research and Analytics |
| 4. Business Needs Analysis | 14. Organisational Analysis Management |
| 5. Business Process Management | 15. Organisational Change Management |
| 6. Continuous Improvement | 16. Process Re-engineering |
| 7. Continuous Integration and Continuous Deployment (CI/CD) | 17. Prompt Engineering |
| 8. Data Modelling | 18. Revenue Analysis |
| 9. Data Visualisation and Storytelling | 19. Strategy Development and Implementation Management |
| 10. Demand and Supply Analysis | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Data Scientist

Additional Skills:

- Cloud Computing
- Computational Modelling
- Data Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Data and AI Manager

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- People and Performance Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. AI Ethics Officer

Additional Skills:

- Artificial Intelligence Ethics and Governance
- Artificial Intelligence Management
- Audit and Compliance Strategy Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Data Engineer

Additional Skills:

- Data Engineering
- Data Governance
- Data Warehouse Solutions

Additional Certifications:

Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

5. Customer Experience Executive

Additional Skills:

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

19. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

23. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Scientist



Infrastructure


Services


Support



Customer

Cluster



Data Services

Job Purpose



Plan and lead the development of data analytic techniques to extract and integrate data for business use.

Key Activities

1. Plan and lead the development of new and advanced data analytic techniques, methodologies, and solutions.
2. Identify and develop core data and AI science components for project delivery, and architect specialised database and computing environments.
3. Extract and integrate data from various sources, and create advanced models and algorithms.
4. Conduct testing on data and AI models, interpret findings, and evaluate model performance for scaling and deployment.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Artificial Intelligence Application | 10. Emerging Technology Synthesis |
| 2. Big Data Analytics | 11. Machine Learning |
| 3. Cloud Computing | 12. Mathematical Concepts Application |
| 4. Computational Modelling | 13. Predictive Modelling |
| 5. Data Engineering | 14. Programming |
| 6. Data Modelling | 15. Coding and Scripting |
| 7. Data Visualisation and Storytelling | 16. Prompt Engineering |
| 8. Data Wrangling | 17. SQL/ Database Querying |
| 9. Database Management | 18. Statistical Analytics |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Data and AI Manager**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • People and Performance Management	N/A - no additional certifications are mandatory for this role

2. Data Engineer

Additional Skills:	Additional Certifications:
• Data Warehouse Solutions • Database Design • Database Security	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

3. AI Ethics Officer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Ethics and Governance • Artificial Intelligence Management • Audit and Compliance Strategy Development	N/A - no additional certifications are mandatory for this role

4. Data Modelling Specialist

Additional Skills:	Additional Certifications:
• Business Continuity Management • Business Needs Analysis • Business Process Management	N/A - no additional certifications are mandatory for this role

5. AI and ML Engineer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Deployment • Artificial Intelligence Management • Artificial Intelligence Security	N/A - no additional certifications are mandatory for this role

6. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

8. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

9. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

12. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

17. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

21. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

24. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Application Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Develop and optimise software applications that enable reliable communication services.

Key Activities

1. Design and develop software applications and tools.
2. Troubleshoot and resolve application issues.
3. Collaborate with cross-functional teams to integrate software with telecommunication hardware and networks.
4. Optimise applications for performance, scalability, and reliability.
5. Provide technical support and documentation.
6. Evaluate emerging technologies to improve application design and performance.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 14. Programming |
| 2. Applications Development | 15. Coding and Scripting |
| 3. Applications Integration | 16. Prompt Engineering |
| 4. Applications Support and Enhancement | 17. Software Configuration |
| 5. Back-End Technologies | 18. Software Design and Development |
| 6. Configuration Management | 19. Software Development Lifecycle (SDLC) |
| 7. Continuous Integration and Continuous Deployment (CI/CD) | 20. Software Testing |
| 8. Database Management | 21. Solution Architecture |
| 9. DevOps | 22. Test Planning |
| 10. DevSecOps | 23. Testing |
| 11. Emerging Technology Synthesis | 24. Troubleshooting |
| 12. Platform Knowledge and Deployment | 25. Version Control |
| 13. Process Optimisation | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Software Engineer

Additional Skills:

- Agile Software Development
- Cloud Computing
- Containerisation and Orchestration

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. System Engineer

Additional Skills:

- System Integration and Configuration
- System Performance Management
- Systems Design

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Software Test Engineer

Additional Skills:

- Firmware Testing and Validation
- Product Testing
- Quality Assurance and Quality Control

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. BSS Engineer

Additional Skills:

- Business Support Systems (BSS)
- Cloud Computing
- Model Context Protocol

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. DevOps Engineer

Additional Skills:

- Agile Software Development
- Cloud Computing
- Containerisation and Orchestration

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• Edge Computing • Internet of Things Management • Machine Learning	N/A - no additional certifications are mandatory for this role

7. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A - no additional certifications are mandatory for this role

8. Full Stack Developer

Additional Skills:	Additional Certifications:
• Agile Software Development • User Experience Design • User Interface Design	N/A - no additional certifications are mandatory for this role

9. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Interface Design • Embedded Systems Programming • Internet of Things Management	N/A - no additional certifications are mandatory for this role

10. OSS Engineer

Additional Skills:	Additional Certifications:
• System Integration and Configuration • System Performance Management • Systems Design	N/A - no additional certifications are mandatory for this role

11. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Containerisation and Orchestration • Operating System	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. UI Designer

Additional Skills:	Additional Certifications:
• User Interface Design • User Testing and Usability Testing • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

13. UX Designer

Additional Skills:	Additional Certifications:
• User Experience Design • User Research • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

14. Software Architect

Additional Skills:	Additional Certifications:
• Agile Software Development • Enterprise Architecture • Security Architecture • Solution Design Thinking	N/A – no additional certifications are mandatory for this role

15. Software Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A – no additional certifications are mandatory for this role

16. IT Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • RCA & Corrective Action (RCCA)	N/A – no additional certifications are mandatory for this role

17. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Incident Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Cloud Developer

Additional Skills:	Additional Certifications:
• Cloud Computing • Cloud Security • Containerisation and Orchestration	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

19. Cloud Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Hybrid Cloud Networking	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

20. Cloud Network Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Hybrid Cloud Networking	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

21. Cloud FinOps Engineer

Additional Skills:	Additional Certifications:
• Big Data Analytics • Budget Management and Cost Management • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

22. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

23. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

25. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

26. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

27. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

28. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

29. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

31. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

32. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

33. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

34. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

35. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

37. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

38. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

39. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

40. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Application Support Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Ensures software reliability and user support through testing, maintenance, and troubleshooting.

Key Activities

1. Operate, monitor, and support production applications in line with SLAs and OLAs.
2. Perform root cause analysis and drive permanent fixes.
3. Support application releases, deployments, and production transitions.
4. Configure applications and manage user onboarding, access, and roles.
5. Work closely with development teams on defect resolution and enhancements.

Prime Skills

- | | |
|---|----------------------------|
| 1. Application Programming Interface (API) Management | 12. Process Optimisation |
| 2. Applications Support and Enhancement | 13. Programming |
| 3. Artificial Intelligence Application | 14. Coding and Scripting |
| 4. Back-End Technologies | 15. Prompt Engineering |
| 5. Configuration Management | 16. Software Configuration |
| 6. Continuous Integration and Continuous Deployment (CI/CD) | 17. Software Testing |
| 7. Database Management | 18. Technical Support |
| 8. DevOps | 19. Test Planning |
| 9. DevSecOps | 20. Testing |
| 10. Emerging Technology Monitoring | 21. Troubleshooting |
| 11. Platform Knowledge and Deployment | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. BSS Analyst

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Networking Fundamentals • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

2. IoT Support Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Embedded Systems Integration • Incident Management • Internet of Things Management • Networking Fundamentals	N/A - no additional certifications are mandatory for this role

3. OSS Analyst

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

4. System Support Engineer

Additional Skills:	Additional Certifications:
• Operating System • System Integration and Configuration • System Performance Management	N/A - no additional certifications are mandatory for this role

5. Application Engineer

Additional Skills:	Additional Certifications:
• Applications Development • Applications Integration • Artificial Intelligence Application in Product Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. DevOps Engineer

Additional Skills:	Additional Certifications:
• Software Development Lifecycle (SDLC) • Solution Architecture • System Integration and Configuration	N/A - no additional certifications are mandatory for this role

7. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• Edge Computing • Internet of Things Management • Machine Learning	N/A - no additional certifications are mandatory for this role

8. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A - no additional certifications are mandatory for this role

9. Full Stack Developer

Additional Skills:	Additional Certifications:
• Software Development Lifecycle (SDLC) • User Experience Design • User Interface Design	N/A - no additional certifications are mandatory for this role

10. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

11. Software Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Artificial Intelligence Application in Product Development • Cloud Computing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Software Technology Platform Engineer

Additional Skills:

- Cloud Computing
- Containerisation and Orchestration
- System Integration and Configuration

Additional Certifications:

N/A - no additional certifications are mandatory for this role

13. Software Test Engineer

Additional Skills:

- Firmware Testing and Validation
- Product Testing
- Quality Assurance and Quality Control

Additional Certifications:

N/A - no additional certifications are mandatory for this role

14. System Engineer

Additional Skills:

- System Integration and Configuration
- System Performance Management
- Systems Design

Additional Certifications:

N/A - no additional certifications are mandatory for this role

15. UI Designer

Additional Skills:

- User Interface Design
- User Testing and Usability Testing
- Visual Design and Communication Principles

Additional Certifications:

N/A - no additional certifications are mandatory for this role

16. UX Designer

Additional Skills:

- User Experience Design
- User Research
- User Testing and Usability Testing

Additional Certifications:

N/A - no additional certifications are mandatory for this role

17. Cybersecurity Support Engineer

Additional Skills:

- Cyber Risk Management
- Cybersecurity Management
- Incident Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Customer Experience Management • Customer Profiling	N/A – no additional certifications are mandatory for this role

19. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

BSS Analyst



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Manage and support BSS that enables telecommunication operations.

Key Activities

1. Analyse business requirements and translate them into functional specifications for BSS applications.
2. Configure and maintain BSS modules.
3. Support system upgrades, patches and enhancements.
4. Conduct functional and user acceptance testing for new features and system changes.
5. Troubleshoot and resolve BSS-related issues, ensuring minimal impact on business operations.

Prime Skills

- | | |
|-----------------------------------|--|
| 1. Business Support Systems (BSS) | 7. Quality Assurance and Quality Control |
| 2. Data Collection and Analytics | 8. RCA & Corrective Action (RCCA) |
| 3. Database Management | 9. Reporting and Documentation |
| 4. Networking Fundamentals | 10. SQL/ Database Querying |
| 5. Process Automation | 11. System Performance Management |
| 6. Prompt Engineering | 12. Troubleshooting |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Application Support Engineer**

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Applications Support and Enhancement • Software Configuration	N/A – no additional certifications are mandatory for this role

2. IoT Support Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Cloud Computing • Embedded Systems Integration	N/A – no additional certifications are mandatory for this role

3. OSS Analyst

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Operational Support Systems Management (OSS)	N/A – no additional certifications are mandatory for this role

4. System Support Engineer

Additional Skills:	Additional Certifications:
• Operating System • Security Administration • System Integration and Configuration	N/A – no additional certifications are mandatory for this role

5. BSS Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Model Context Protocol	N/A – no additional certifications are mandatory for this role

6. SOC Analyst

Additional Skills:	Additional Certifications:
• Security Information and Event Management (SIEM) • Threat Analysis and Defence • Threat Intelligence and Detection	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Data Analyst

Additional Skills:	Additional Certifications:
• Data Governance • Data Visualisation and Storytelling • Data Wrangling	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

8. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Customer Experience Management • Customer Profiling	N/A – no additional certifications are mandatory for this role

9. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

BSS Architect



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Design the overall architecture of BSS solutions, ensuring they integrate seamlessly with existing systems and meet business requirements.

Key Activities

1. Design and develop the architecture of BSS solutions, ensuring alignment with business goals and technical requirements.
2. Collaborate with stakeholders to gather and analyze business requirements and translate them into architectural specifications.
3. Ensure that BSS solutions integrate seamlessly with existing systems and technologies.
4. Develop and maintain architectural documentation, including diagrams, models, and specifications.
5. Evaluate and recommend new technologies and tools to enhance BSS capabilities.
6. Lead architectural reviews and provide guidance to development teams on best practices and standards

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 12. Process Automation |
| 2. Business Support Systems (BSS) | 13. Programming |
| 3. Cloud Computing | 14. Coding and Scripting |
| 4. Continuous Integration and Continuous Deployment (CI/CD) | 15. Prompt Engineering |
| 5. Database Management | 16. Security Architecture |
| 6. DevOps | 17. Solution Architecture |
| 7. DevSecOps | 18. Solution Design Thinking |
| 8. Emerging Technology Synthesis | 19. System Integration and Configuration |
| 9. Enterprise Architecture | 20. System Performance Management |
| 10. Infrastructure as Code (IaC) | 21. Version Control |
| 11. Model Context Protocol | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Software Engineering Manager****Additional Skills:**

- Business Environment Analytics
- People and Performance Management
- Strategy Development and Implementation Management

Additional Certifications:

- Project Management Professional (PMP)
- Certified Business Analysis Professional (CBAP)

2. Customer Experience Manager**Additional Skills:**

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Customer Service Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Digital Marketing Manager**Additional Skills:**

- Digital Marketing
- Marketing Campaign Management
- Social Media Marketing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

7. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

8. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

9. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

10. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

11. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A – no additional certifications are mandatory for this role

13. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

14. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

15. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

16. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

19. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

BSS Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Responsible for the implementation, configuration, and maintenance of BSS applications and tools.

Key Activities

1. Implement and configure BSS applications to meet business requirements.
2. Maintain and support existing BSS tools and applications, ensuring optimal performance and availability.
3. Collaborate with business stakeholders to gather requirements and translate them into technical specifications.
4. Troubleshoot and resolve issues related to BSS applications and tools.
5. Conduct system testing and validation to ensure functionality and performance.

Prime Skills

- | | |
|-----------------------------------|--|
| 1. Business Support Systems (BSS) | 9. Coding and Scripting |
| 2. Cloud Computing | 10. Prompt Engineering |
| 3. Configuration Management | 11. RCA & Corrective Action (RCCA) |
| 4. Database Management | 12. System Integration and Configuration |
| 5. Model Context Protocol | 13. System Performance Management |
| 6. Networking Fundamentals | 14. Test Planning |
| 7. Process Automation | 15. Troubleshooting |
| 8. Programming | 16. Version Control |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. BSS Architect**

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	N/A – no additional certifications are mandatory for this role

2. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

3. Cloud FinOps Engineer

Additional Skills:	Additional Certifications:
• Big Data Analytics • Budget Management and Cost Management • Cloud Security	N/A – no additional certifications are mandatory for this role

4. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

5. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

6. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

8. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

10. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

11. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

12. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

14. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A – no additional certifications are mandatory for this role

15. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

16. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

17. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A – no additional certifications are mandatory for this role

18. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

20. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

21. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

22. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

DevOps Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Bridge development and operations team to automate, deploy and manage scalable and reliable telecommunication systems and services.

Key Activities

1. Design and implement applications build, release, deployment, and configuration activities.
2. Build the continuous integration and continuous deployment pipeline and prioritise development items in the pipeline.
3. Develop proof-of-concepts to evaluate the feasibility of software applications and tools for the development team, and create suitable applications and tools.
4. Determine specifications and features for the next iteration of software application development based on user needs and feedback, continuously integrate code changes, and conduct various automated testing to ensure the software application remains functional.
5. Work with internal business partners to gather requirements, prototype, architect, implement/update solutions, build and execute test plans, perform quality reviews, manage operations, and triage and fix operational issues.

Prime Skills

- | | |
|---|--|
| 1. Agile Software Development | 11. DevOps |
| 2. Application Programming Interface (API) Management | 12. DevSecOps |
| 3. Applications Development | 13. Infrastructure as Code (IaC) |
| 4. Applications Integration | 14. Network Administration and Maintenance |
| 5. Applications Support and Enhancement | 15. Networking Fundamentals |
| 6. Cloud Computing | 16. Process Automation |
| 7. Configuration Management | 17. Programming |
| 8. Containerisation and Orchestration | 18. Coding and Scripting |
| 9. Continuous Integration and Continuous Deployment (CI/CD) | 19. Prompt Engineering |
| 10. Cyber Risk Management | 20. Quality Assurance and Quality Control |

21. Security Monitoring	25. System Integration and Configuration
22. Software Development Lifecycle (SDLC)	26. Test Planning
23. Software Testing	27. Troubleshooting
24. Solution Architecture	28. Version Control

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. DevSecOps Engineer**

Additional Skills:	Additional Certifications:
• Security Architecture • Security Programme Management • Security Strategy	N/A – no additional certifications are mandatory for this role

2. Application Engineer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Application in Product Development • Software Configuration • Software Design and Development	N/A – no additional certifications are mandatory for this role

3. BSS Engineer

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Database Management • Model Context Protocol	N/A – no additional certifications are mandatory for this role

4. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• Edge Computing • Internet of Things Management • Machine Learning	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Edge Computing • Internet of Things Management • Machine Learning	N/A - no additional certifications are mandatory for this role

6. Full Stack Developer

Additional Skills:	Additional Certifications:
• User Experience Design • User Interface Design	N/A - no additional certifications are mandatory for this role

7. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

8. OSS Engineer

Additional Skills:	Additional Certifications:
• Operational Support Systems Management (OSS) • System Performance Management • Systems Design	N/A - no additional certifications are mandatory for this role

9. Software Engineer

Additional Skills:	Additional Certifications:
• Model Context Protocol • Software Configuration • Software Design and Development	N/A - no additional certifications are mandatory for this role

10. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Back-End Technologies • Operating System • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Software Test Engineer

Additional Skills:	Additional Certifications:
- Firmware Testing and Validation - Product Testing - Testing	N/A – no additional certifications are mandatory for this role

12. System Engineer

Additional Skills:	Additional Certifications:
- Operating System - System Performance Management - Systems Design	N/A – no additional certifications are mandatory for this role

13. UI Designer

Additional Skills:	Additional Certifications:
- User Interface Design - User Testing and Usability Testing - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

14. UX Designer

Additional Skills:	Additional Certifications:
- User Experience Design - User Research - User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

15. IoT Solution Architect

Additional Skills:	Additional Certifications:
- Enterprise Architecture - Security Architecture - Solution Design Thinking	N/A – no additional certifications are mandatory for this role

16. Software Architect

Additional Skills:	Additional Certifications:
- Enterprise Architecture - Security Architecture - Solution Design Thinking	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

18. Software Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Design Thinking	N/A – no additional certifications are mandatory for this role

19. IT Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • RCA & Corrective Action (RCCA)	N/A – no additional certifications are mandatory for this role

20. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Incident Management	N/A – no additional certifications are mandatory for this role

21. Data Engineer

Additional Skills:	Additional Certifications:
• Data Engineering • Data Governance • Data Modelling	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

22. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

24. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

25. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

26. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

27. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

28. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

29. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

30. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

31. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

32. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A – no additional certifications are mandatory for this role

33. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

34. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

35. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A – no additional certifications are mandatory for this role

36. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A – no additional certifications are mandatory for this role

37. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

38. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

39. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

40. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

41. PaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

42. PaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

DevSecOps Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Secure the software development lifecycle by integrating security into telecommunication applications.

Key Activities

1. Implement and manage security measures across the software development lifecycle in telecommunications.
2. Analyse and respond to security threats and vulnerabilities in telecommunications systems.
3. Automate security processes and integrate security tools into the CI/CD pipeline.
4. Ensure secure and compliant deployment of telecommunications applications and infrastructure.
5. Incorporate security management and privacy requirements into telecommunications hardware, software, and applications.

Prime Skills

- | | |
|---|--|
| 1. Agile Software Development | 13. Infrastructure as Code (IaC) |
| 2. Application Programming Interface (API) Management | 14. Network Administration and Maintenance |
| 3. Applications Development | 15. Networking Fundamentals |
| 4. Applications Integration | 16. Process Automation |
| 5. Applications Support and Enhancement | 17. Programming |
| 6. Cloud Computing | 18. Coding and Scripting |
| 7. Configuration Management | 19. Prompt Engineering |
| 8. Containerisation and Orchestration | 20. Quality Assurance and Quality Control |
| 9. Continuous Integration and Continuous Deployment (CI/CD) | 21. Regulatory Compliance |
| 10. Cyber Risk Management | 22. Security Administration |
| 11. DevOps | 23. Security Architecture |
| 12. DevSecOps | 24. Security Governance |

25. Security Monitoring	32. Test Planning
26. Security Programme Management	33. Threat Analysis and Defence
27. Security Strategy	34. Threat Intelligence and Detection
28. Software Development Lifecycle (SDLC)	35. Troubleshooting
29. Software Testing	36. Version Control
30. Solution Architecture	37. Vulnerability Assessment and Penetration Testing
31. System Integration and Configuration	

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. DevOps Engineer

Additional Skills:	Additional Certifications:
N/A - no additional skills are required for this career mobility option	N/A - no additional certifications are mandatory for this role

2. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• Edge Computing • Internet of Things Management • Machine Learning	N/A - no additional certifications are mandatory for this role

3. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

4. Full Stack Developer

Additional Skills:	Additional Certifications:
• User Experience Design • User Interface Design	N/A – no additional certifications are mandatory for this role

5. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Internet of Things Management	N/A – no additional certifications are mandatory for this role

6. OSS Engineer

Additional Skills:	Additional Certifications:
• Operational Support Systems Management (OSS) • System Performance Management • Systems Design	N/A – no additional certifications are mandatory for this role

7. Software Engineer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Application in Product Development • Software Configuration • Software Design and Development	N/A – no additional certifications are mandatory for this role

8. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Back-End Technologies • Operating System • RCA & Corrective Action (RCCA)	N/A – no additional certifications are mandatory for this role

9. Software Test Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Product Testing • Testing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

10. System Engineer

Additional Skills:	Additional Certifications:
• Operating System • System Performance Management • Systems Design	N/A – no additional certifications are mandatory for this role

11. UI Designer

Additional Skills:	Additional Certifications:
• User Interface Design • User Testing and Usability Testing • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

12. UX Designer

Additional Skills:	Additional Certifications:
• User Research • User Testing and Usability Testing • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

13. BSS Engineer

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Database Management • Model Context Protocol	N/A – no additional certifications are mandatory for this role

14. IoT Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Requirements Definition and Management • Solution Design Thinking	N/A – no additional certifications are mandatory for this role

15. Software Architect

Additional Skills:	Additional Certifications:
• Model Context Protocol • Software Design and Development • Solution Design Thinking	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

16. Software Solution Architect

Additional Skills:	Additional Certifications:
- Enterprise Architecture - Requirements Definition and Management - Solution Design Thinking	N/A – no additional certifications are mandatory for this role

17. Software Engineering Manager

Additional Skills:	Additional Certifications:
- Business Environment Analytics - Business Intelligence - Strategy Development and Implementation Management	- Project Management Professional (PMP) - Certified Business Analysis Professional (CBAP)

18. IT Engineer

Additional Skills:	Additional Certifications:
- Crisis Management - Disaster Recovery Management - RCA & Corrective Action (RCCA)	N/A – no additional certifications are mandatory for this role

19. Operations Centre Engineer

Additional Skills:	Additional Certifications:
- Crisis Management - Disaster Recovery Management - Incident Management	N/A – no additional certifications are mandatory for this role

20. Cybersecurity Engineer

Additional Skills:	Additional Certifications:
- Cyber and Data Breach Incident Management - Cybersecurity Management - Network Security	N/A – no additional certifications are mandatory for this role

21. SOC Engineer

Additional Skills:	Additional Certifications:
- Operating System - Security Information and Event Management (SIEM) - Threat and Vulnerability Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

22. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

23. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

24. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

25. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

26. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

27. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

28. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

29. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

30. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

31. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

32. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A – no additional certifications are mandatory for this role

33. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

34. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

35. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

36. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

37. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

38. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

39. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

40. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

41. PaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

42. PaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Edge Computing Specialist



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Develop and manage edge computing solutions.

Key Activities

1. Design and implement edge computing architectures for low-latency applications.
2. Develop and optimise applications to run efficiently at the edge, balancing compute, storage and network constraints.
3. Collaborate with AI/ML team to deploy models at the edge for real-time inference.
4. Ensure seamless integration of edge infrastructure with existing core network and cloud platforms.
5. Evaluate emerging edge computing technologies and frameworks.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Cloud Computing | 9. Machine Learning |
| 2. Containerisation and Orchestration | 10. Programming |
| 3. Cybersecurity Management | 11. Coding and Scripting |
| 4. DevOps | 12. System Integration and Configuration |
| 5. DevSecOps | 13. Systems Design |
| 6. Edge Computing | 14. TCP/ IP and Networking Protocols |
| 7. Emerging Technology Synthesis | 15. Version Control |
| 8. Internet of Things Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Application Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Applications Development • Applications Integration	N/A - no additional certifications are mandatory for this role

2. BSS Engineer

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Configuration Management • Database Management	N/A - no additional certifications are mandatory for this role

3. DevOps Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Application Programming Interface (API) Management • Applications Development	N/A - no additional certifications are mandatory for this role

4. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A - no additional certifications are mandatory for this role

5. Full Stack Developer

Additional Skills:	Additional Certifications:
• Agile Software Development • Application Programming Interface (API) Management • Back-End Technologies	N/A - no additional certifications are mandatory for this role

6. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. OSS Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Applications Integration	N/A - no additional certifications are mandatory for this role

8. Application Engineer

Additional Skills:	Additional Certifications:
• Software Design and Development • Software Development Lifecycle (SDLC) • Software Testing	N/A - no additional certifications are mandatory for this role

9. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Operating System • Troubleshooting	N/A - no additional certifications are mandatory for this role

10. Software Test Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Product Testing • Test Planning	N/A - no additional certifications are mandatory for this role

11. System Engineer

Additional Skills:	Additional Certifications:
• Infrastructure as Code (IaC) • Operating System • System Performance Management	N/A - no additional certifications are mandatory for this role

12. UI Designer

Additional Skills:	Additional Certifications:
• User Interface Design • User Testing and Usability Testing • Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. UX Designer

Additional Skills:	Additional Certifications:
• User Experience Design • User Research • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

14. Software Architect

Additional Skills:	Additional Certifications:
• Software Design and Development • Solution Architecture • Solution Design Thinking	N/A – no additional certifications are mandatory for this role

15. IoT Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A – no additional certifications are mandatory for this role

16. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

17. Software Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A – no additional certifications are mandatory for this role

18. IT Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • RCA & Corrective Action (RCCA)	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Incident Management	N/A - no additional certifications are mandatory for this role

20. Cloud Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Hybrid Cloud Networking	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

21. Cloud Network Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Hybrid Cloud Networking	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

22. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

23. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

24. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

26. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

27. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

28. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

29. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

30. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

32. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

33. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

34. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

35. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

36. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

38. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

39. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

40. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Embedded System Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Design, develop, and optimise software-hardware integration for embedded systems to ensure performance, stability, and security.

Key Activities

1. Design, develop, and test embedded software for IoT and embedded systems from prototype to production release.
2. Validate hardware-software interactions, diagnose technical issues, and improve system reliability and performance.
3. Participate in hardware design and security reviews, integrating robust security and resilience against reverse engineering.
4. Lead module design and develop tools for testing, automation, and performance optimization.
5. Formulate system and delivery specifications, ensuring requirements traceability and alignment with business needs.
6. Support software quality assurance and analyze efficiency, stability, and scalability of system resources.
7. Develop and optimise software enabling IoT devices to collect data, communicate, and perform intelligent action.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Application | 11. Internet of Things Management |
| 2. Configuration Management | 12. Networking Fundamentals |
| 3. Data Collection and Analytics | 13. Operating System |
| 4. Embedded Software Design | 14. Process Automation |
| 5. Embedded Systems Integration | 15. Prompt Engineering |
| 6. Embedded Systems Interface Design | 16. Quality Assurance and Quality Control |
| 7. Embedded Systems Programming | 17. Software Design and Development |
| 8. Emerging Technology Synthesis | 18. System Integration and Configuration |
| 9. Failure Analysis | 19. Test Planning |
| 10. Firmware Development | 20. Version Control |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Application Engineer**

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Applications Development • Applications Integration	N/A – no additional certifications are mandatory for this role

2. BSS Engineer

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Cloud Computing • Database Management	N/A – no additional certifications are mandatory for this role

3. DevOps Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Application Programming Interface (API) Management • Applications Development	N/A – no additional certifications are mandatory for this role

4. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• Containerisation and Orchestration • Edge Computing • Machine Learning	N/A – no additional certifications are mandatory for this role

5. Full Stack Developer

Additional Skills:	Additional Certifications:
• Containerisation and Orchestration • Software Development Lifecycle (SDLC) • Software Testing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. IoT System Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Application Programming Interface (API) Management • Applications Integration	N/A - no additional certifications are mandatory for this role

7. OSS Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

8. Software Engineer

Additional Skills:	Additional Certifications:
• Software Configuration • Software Development Lifecycle (SDLC) • Software Testing	N/A - no additional certifications are mandatory for this role

9. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Containerisation and Orchestration • Troubleshooting	N/A - no additional certifications are mandatory for this role

10. Software Test Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Product Testing • Testing	N/A - no additional certifications are mandatory for this role

11. System Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Containerisation and Orchestration • Infrastructure as Code (IaC)	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. UI Designer

Additional Skills:	Additional Certifications:
• User Interface Design • User Testing and Usability Testing • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

13. UX Designer

Additional Skills:	Additional Certifications:
• User Experience Design • User Research • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

14. Software Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A – no additional certifications are mandatory for this role

15. IoT Solution Architect

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	N/A – no additional certifications are mandatory for this role

16. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

17. Software Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. IT Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

19. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Incident Management	N/A - no additional certifications are mandatory for this role

20. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

21. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

22. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

23. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

25. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

26. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

27. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

28. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

31. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

32. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

33. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

34. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

35. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

37. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

38. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Full Stack Developer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Develops both front-end and back-end systems, balancing functionality and user experience, gathers user feedback, and supports quality testing.

Key Activities

1. Code and develop both front-end and back-end systems that balance product functionality with user experience and needs.
2. Identify security risks and ensure coding standards meet security requirements.
3. Support usability testing to validate user interfaces.
4. Execute specifications and features for the next iteration of the product based on user needs and feedback, and continuously integrate code changes.
5. Develop a range of product designs and solutions innovatively with compelling and intuitive user interfaces.

Prime Skills

- | | |
|---|---|
| 1. Agile Software Development | 10. Programming |
| 2. Application Programming Interface (API) Management | 11. Coding and Scripting |
| 3. Back-End Technologies | 12. Prompt Engineering |
| 4. Cloud Computing | 13. Software Development Lifecycle (SDLC) |
| 5. Containerisation and Orchestration | 14. Software Testing |
| 6. Continuous Integration and Continuous Deployment (CI/CD) | 15. Test Planning |
| 7. Database Management | 16. User Experience Design |
| 8. DevOps | 17. User Interface Design |
| 9. Front-End Technologies | 18. Version Control |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. UX Designer

Additional Skills:	Additional Certifications:
• User Research • User Testing and Usability Testing • Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

2. UI Designer

Additional Skills:	Additional Certifications:
• User Testing and Usability Testing • Visual Design and Communication Principles • Wireframing	N/A - no additional certifications are mandatory for this role

3. System Engineer

Additional Skills:	Additional Certifications:
• System Integration and Configuration • System Performance Management • Systems Design	N/A - no additional certifications are mandatory for this role

4. Software Test Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Firmware Testing and Validation • Product Testing	N/A - no additional certifications are mandatory for this role

5. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Operating System • System Integration and Configuration • Troubleshooting	N/A - no additional certifications are mandatory for this role

6. Software Engineer

Additional Skills:	Additional Certifications:
• Model Context Protocol • Software Configuration • Software Design and Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. OSS Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

8. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

9. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A - no additional certifications are mandatory for this role

10. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• Edge Computing • Internet of Things Management • Machine Learning	N/A - no additional certifications are mandatory for this role

11. DevOps Engineer

Additional Skills:	Additional Certifications:
• Applications Development • Applications Integration • DevSecOps	N/A - no additional certifications are mandatory for this role

12. BSS Engineer

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Configuration Management • Model Context Protocol	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Application Engineer

Additional Skills:	Additional Certifications:
• Applications Development • Applications Integration • Applications Support and Enhancement	N/A – no additional certifications are mandatory for this role

14. Software Architect

Additional Skills:	Additional Certifications:
• Security Architecture • Solution Architecture • Solution Design Thinking	N/A – no additional certifications are mandatory for this role

15. IoT Solution Architect

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A – no additional certifications are mandatory for this role

16. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

17. Software Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A – no additional certifications are mandatory for this role

18. IT Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • RCA & Corrective Action (RCCA)	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Incident Management	N/A - no additional certifications are mandatory for this role

20. Data Scientist

Additional Skills:	Additional Certifications:
• Data Engineering • Data Modelling • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

21. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

22. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

23. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

24. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

26. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

27. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

28. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

30. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

32. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

33. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

34. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

35. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

36. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

38. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

39. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

40. PaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

41. PaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

IoT Solution Architect



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Design and implement comprehensive, scalable and secure IoT (Internet of Things) solutions for businesses.

Key Activities

1. Develop and implement end-to-end IoT solutions that are scalable, reliable and secure.
2. Collaborate with clients and stakeholders to understand business requirements and design IoT architectures that leverage device, edge and cloud technologies.
3. Collaborate with project managers and software developers to ensure IoT solutions are delivered on time and within budget.
4. Work with technical teams to troubleshoot and resolve issues related to IoT solutions.
5. Stay up-to-date with emerging trends and technologies in IoT, device, edge and cloud.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 13. Enterprise Architecture |
| 2. Artificial Intelligence Application | 14. Infrastructure as Code (IaC) |
| 3. Artificial Intelligence Application in Product Development | 15. Prompt Engineering |
| 4. Cloud Computing | 16. Requirements Definition and Management |
| 5. Cybersecurity Management | 17. Security Architecture |
| 6. Data Collection and Analytics | 18. Solution Architecture |
| 7. Edge Computing | 19. Solution Design Thinking |
| 8. Embedded Systems Integration | 20. System Integration and Configuration |
| 9. Embedded Systems Interface Design | 21. TCP/ IP and Networking Protocols |
| 10. Embedded Systems Programming | 22. Troubleshooting |
| 11. Emerging Technology Monitoring | 23. Version Control |
| 12. Emerging Technology Synthesis | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. BSS Architect****Additional Skills:**

- Business Support Systems (BSS)
- Continuous Integration and Continuous Deployment (CI/CD)
- Database Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. OSS Architect**Additional Skills:**

- DevOps
- DevSecOps
- Operational Support Systems Management (OSS)

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Software Architect**Additional Skills:**

- DevOps
- DevSecOps
- Software Design and Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Software Solution Architect**Additional Skills:**

- Cloud Architecture
- Model Context Protocol
- Network Design and Planning

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Operations Manager**Additional Skills:**

- Business Environment Analytics
- Business Intelligence
- Operations Management

Additional Certifications:

Information Technology Infrastructure Library (ITIL)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Cloud Product Manager

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A - no additional certifications are mandatory for this role

7. Data Product Manager

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A - no additional certifications are mandatory for this role

8. NaaS Product Manager

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A - no additional certifications are mandatory for this role

9. PaaS Product Manager

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A - no additional certifications are mandatory for this role

10. Product Manager (Industry Vertical)

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A - no additional certifications are mandatory for this role

11. Security Product Manager

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

13. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

14. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

15. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

16. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

17. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

19. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

20. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

21. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

22. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

23. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

25. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

26. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

27. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

28. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

29. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

31. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

IoT Support Engineer



Infrastructure


Services


Support



Customer

Cluster


Platform and Solution Services (Software and Application)

Job Purpose


Provide technical support, maintenance, and troubleshooting for IoT devices, platforms, and systems.

Key Activities

1. Provide support for IoT systems, devices, and applications, diagnosing and resolving hardware, software, and connectivity issues.
2. Respond to incidents and service requests, ensuring timely resolution and minimal downtime for business-critical IoT operations.
3. Monitor IoT platforms, device health, and data pipelines to identify and address anomalies or performance degradation.
4. Perform preventive maintenance, firmware upgrades, and system updates to ensure optimal performance and reliability.
5. Provide feedback from recurring issues to influence product improvements and enhance long-term system stability.
6. Track and analyse system performance metrics, recommending enhancements to improve availability, scalability, and user experience.

Prime Skills

- | | |
|---|----------------------------------|
| 1. Application Programming Interface (API) Management | 5. Internet of Things Management |
| 2. Cloud Computing | 6. Networking Fundamentals |
| 3. Embedded Systems Integration | 7. Software Configuration |
| 4. Incident Management | 8. Troubleshooting |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Application Support Engineer**

Additional Skills:	Additional Certifications:
• Applications Support and Enhancement • Configuration Management • Continuous Integration and Continuous Deployment (CI/CD)	N/A - no additional certifications are mandatory for this role

2. BSS Analyst

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Data Collection and Analytics • Database Management	N/A - no additional certifications are mandatory for this role

3. OSS Analyst

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

4. System Support Engineer

Additional Skills:	Additional Certifications:
• Operating System • System Integration and Configuration • System Performance Management	N/A - no additional certifications are mandatory for this role

5. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Interface Design • Embedded Systems Programming • System Integration and Configuration	N/A - no additional certifications are mandatory for this role

6. Application Engineer

Additional Skills:	Additional Certifications:
• Applications Development • Applications Integration • Applications Support and Enhancement	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. DevOps Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • DevOps • DevSecOps	N/A - no additional certifications are mandatory for this role

8. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• Edge Computing • Machine Learning • Version Control	N/A - no additional certifications are mandatory for this role

9. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Interface Design • Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

10. Full Stack Developer

Additional Skills:	Additional Certifications:
• Agile Software Development • Containerisation and Orchestration • Continuous Integration and Continuous Deployment (CI/CD)	N/A - no additional certifications are mandatory for this role

11. Software Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Configuration Management • Containerisation and Orchestration	N/A - no additional certifications are mandatory for this role

12. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Containerisation and Orchestration • Operating System • System Integration and Configuration	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Software Test Engineer

Additional Skills:	Additional Certifications:
- Firmware Testing and Validation - Product Testing - Test Planning	N/A - no additional certifications are mandatory for this role

14. System Engineer

Additional Skills:	Additional Certifications:
- System Integration and Configuration - System Performance Management - Systems Design	N/A - no additional certifications are mandatory for this role

15. UI Designer

Additional Skills:	Additional Certifications:
- User Interface Design - User Testing and Usability Testing - Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

16. UX Designer

Additional Skills:	Additional Certifications:
- User Experience Design - User Research - User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

17. Cybersecurity Support Engineer

Additional Skills:	Additional Certifications:
- Cyber Risk Management - Cybersecurity Management - Incident Management	N/A - no additional certifications are mandatory for this role

18. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
- Customer Behaviour Analysis - Customer Experience Management - Customer Profiling	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

IoT System Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Design, implement, maintain and optimise IoT (Internet of Things) systems and solutions.

Key Activities

1. Develops, creates and modifies general computer applications software or specialised utility programs.
2. Analyses user needs and develops software solutions.
3. Modifies existing software to correct errors, allow it to adapt to new hardware, or to improve its performance.
4. Analyses user needs and software requirements to determine feasibility of design within time and cost constraints.
5. Experience in IoT product design and development with hands on experience for Multimedia and AI/ML software.
6. Familiarity with IoT reference platforms and customisation of platforms for end use case.
7. Familiarity with open-source architectures and software development.
8. Stores, retrieves and manipulates data for analysis of system capabilities and requirements.
9. Designs, develops and modifies software systems, using scientific analysis and mathematical models to predict and measure outcome and consequences of design.

Prime Skills

- | | |
|---|--|
| 1. Agile Software Development | 11. Internet of Things Management |
| 2. Application Programming Interface (API) Management | 12. Networking Fundamentals |
| 3. Applications Integration | 13. Product Design and Development |
| 4. Artificial Intelligence Application | 14. Prompt Engineering |
| 5. Artificial Intelligence Application in Product Development | 15. Software Configuration |
| 6. Cloud Computing | 16. Software Design and Development |
| 7. Data Modelling | 17. Software Testing |
| 8. Embedded Systems Integration | 18. System Integration and Configuration |
| 9. Embedded Systems Interface Design | 19. Version Control |
| 10. Embedded Systems Programming | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Application Engineer****Additional Skills:**

- Applications Development
- Applications Support and Enhancement
- Continuous Integration and Continuous Deployment (CI/CD)

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. BSS Engineer**Additional Skills:**

- Business Support Systems (BSS)
- Configuration Management
- Database Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. DevOps Engineer**Additional Skills:**

- Continuous Integration and Continuous Deployment (CI/CD)
- DevOps
- DevSecOps

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Edge Computing Specialist**Additional Skills:**

- Containerisation and Orchestration
- Edge Computing
- Machine Learning

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Embedded System Engineer**Additional Skills:**

- Embedded Software Design
- Operating System

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Full Stack Developer

Additional Skills:	Additional Certifications:
• Containerisation and Orchestration • Continuous Integration and Continuous Deployment (CI/CD) • Front-End Technologies	N/A - no additional certifications are mandatory for this role

7. OSS Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

8. Software Engineer

Additional Skills:	Additional Certifications:
• Infrastructure as Code (IaC) • Model Context Protocol • Software Development Lifecycle (SDLC)	N/A - no additional certifications are mandatory for this role

9. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Operating System • RCA & Corrective Action (RCCA) • Troubleshooting	N/A - no additional certifications are mandatory for this role

10. Software Test Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Product Testing • Test Planning	N/A - no additional certifications are mandatory for this role

11. System Engineer

Additional Skills:	Additional Certifications:
• Operating System • System Performance Management • Systems Design	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. UI Designer

Additional Skills:	Additional Certifications:
• User Interface Design • User Testing and Usability Testing • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

13. UX Designer

Additional Skills:	Additional Certifications:
• User Experience Design • User Research • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

14. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

15. IoT Solution Architect

Additional Skills:	Additional Certifications:
• Cybersecurity Management • Data Collection and Analytics • Enterprise Architecture • Security Architecture • Solution Architecture	N/A – no additional certifications are mandatory for this role

16. Software Architect

Additional Skills:	Additional Certifications:
• Agile Software Development • Enterprise Architecture • Security Architecture • Solution Design Thinking	N/A – no additional certifications are mandatory for this role

17. Software Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. IT Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

19. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Incident Management	N/A - no additional certifications are mandatory for this role

20. Cloud Product Solution Architect

Additional Skills:	Additional Certifications:
• Hybrid Cloud Networking • Requirements Definition and Management • Solution Architecture	N/A - no additional certifications are mandatory for this role

21. Data Product Development Specialist

Additional Skills:	Additional Certifications:
• Data Engineering • Data Governance • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

22. Data Solution Architect

Additional Skills:	Additional Certifications:
• Data Engineering • Data Governance • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

23. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Network Automation • Network Security • Network Virtualisation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
- Product Management - Product Performance Management - Product Requirements	N/A - no additional certifications are mandatory for this role

25. PaaS Product Development Specialist

Additional Skills:	Additional Certifications:
- Product Management - Product Performance Management - Product Requirements	N/A - no additional certifications are mandatory for this role

26. PaaS Product Solution Architect

Additional Skills:	Additional Certifications:
- Product Management - Product Performance Management - Product Requirements	N/A - no additional certifications are mandatory for this role

27. Industry Vertical Solution Architect

Additional Skills:	Additional Certifications:
- Product Management - Product Performance Management - Product Requirements	N/A - no additional certifications are mandatory for this role

28. Security Product Development Specialist

Additional Skills:	Additional Certifications:
- Product Management - Product Performance Management - Product Requirements	N/A - no additional certifications are mandatory for this role

29. Security Product Solution Architect

Additional Skills:	Additional Certifications:
- Product Management - Product Performance Management - Product Requirements	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Cloud Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Management • Product Performance Management • Product Requirements	N/A - no additional certifications are mandatory for this role

31. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

32. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

33. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

34. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

35. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

37. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

38. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

39. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

40. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

41. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

42. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

43. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

44. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

45. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

46. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

47. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

48. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

49. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

IT Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (IT Infrastructure and Operations)

Job Purpose



Operate and automate applications and systems to ensure reliability, monitoring, and seamless integration.

Key Activities

1. Manage and monitor cloud and on-premises systems supporting telecom applications and services.
2. Deploy, configure, and maintain infrastructure components (servers, storage, networking, databases).
3. Implement and maintain monitoring tools for proactive fault detection.
4. Respond to incidents and perform root cause analysis for outages affecting telecom operations.
5. Automate infrastructure tasks using scripting languages.
6. Collaborate with network engineers and DevOps teams to ensure seamless system integration.

Prime Skills

- | | |
|---|--|
| 1. Agile Software Development | 12. Network Administration and Maintenance |
| 2. Cloud Computing | 13. Network Optimisation |
| 3. Configuration Management | 14. Process Automation |
| 4. Containerisation and Orchestration | 15. Programming |
| 5. Continuous Integration and Continuous Deployment (CI/CD) | 16. Coding and Scripting |
| 6. Crisis Management | 17. Prompt Engineering |
| 7. Data Privacy and Security | 18. RCA & Corrective Action (RCCA) |
| 8. Data Protection Management | 19. Software Configuration |
| 9. Database Management | 20. Software Security |
| 10. Disaster Recovery Management | 21. Software Testing |
| 11. Infrastructure Development | 22. Version Control |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Operations Centre Engineer

Additional Skills:	Additional Certifications:
- Incident Management - IT Governance - Operations Management	N/A - no additional certifications are mandatory for this role

2. Operations Manager

Additional Skills:	Additional Certifications:
- Business Environment Analytics - Business Intelligence - Operations Management	Information Technology Infrastructure Library (ITIL)

3. Application Engineer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) Management - Applications Development - Applications Integration	N/A - no additional certifications are mandatory for this role

4. BSS Engineer

Additional Skills:	Additional Certifications:
- Business Support Systems (BSS) - Model Context Protocol - Networking Fundamentals	N/A - no additional certifications are mandatory for this role

5. DevOps Engineer

Additional Skills:	Additional Certifications:
- DevOps - DevSecOps - Infrastructure as Code (IaC)	N/A - no additional certifications are mandatory for this role

6. Edge Computing Specialist

Additional Skills:	Additional Certifications:
- Edge Computing - Internet of Things Management - Machine Learning	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A – no additional certifications are mandatory for this role

8. Full Stack Developer

Additional Skills:	Additional Certifications:
• Software Development Lifecycle (SDLC) • User Experience Design • User Interface Design	N/A – no additional certifications are mandatory for this role

9. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A – no additional certifications are mandatory for this role

10. OSS Engineer

Additional Skills:	Additional Certifications:
• Operational Support Systems Management (OSS) • System Integration and Configuration • System Performance Management	N/A – no additional certifications are mandatory for this role

11. Software Engineer

Additional Skills:	Additional Certifications:
• Software Configuration • Software Design and Development • Software Development Lifecycle (SDLC)	N/A – no additional certifications are mandatory for this role

12. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Operating System • System Integration and Configuration	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Software Test Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Firmware Testing and Validation • Product Testing	N/A - no additional certifications are mandatory for this role

14. System Engineer

Additional Skills:	Additional Certifications:
• System Integration and Configuration • System Performance Management • Systems Design	N/A - no additional certifications are mandatory for this role

15. UI Designer

Additional Skills:	Additional Certifications:
• User Interface Design • User Testing and Usability Testing • Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

16. UX Designer

Additional Skills:	Additional Certifications:
• User Experience Design • User Research • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

17. TAC Engineer

Additional Skills:	Additional Certifications:
• Incident Management • Infrastructure Support • Network Configuration and Troubleshooting	Cisco Certified Network Associate (CCNA)

18. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

20. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

21. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

22. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

23. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

24. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

26. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

27. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

28. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

30. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

32. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

33. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

34. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

35. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

36. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Operations Centre Engineer



Infrastructure


Services


Support



Customer

Cluster



Platform and Solution Services (IT Infrastructure and Operations)

Job Purpose



Ensure stable operations and performance monitoring of IT systems, providing support and resolutions for incidents and disruptions.

Key Activities

1. Conduct scheduled tests on systems and monitor performance to ensure stable operations.
2. Oversee monitoring activities to maintain system stability and resolve downtime or malfunctions.
3. Develop and monitor service-level objectives to ensure they meet or exceed requirements.
4. Create client satisfaction metrics and service procedures, proposing recommendations for improvement.
5. Install software and hardware equipment for users, conducting user acceptance tests on new setups.
6. Carry out feasibility studies for implementing new solutions and ensuring integration compatibility.
7. Evaluate past incidents, prepare reports and document findings for senior stakeholders.
8. Classify incidents for escalation, provide support and recommendations to affected teams.
9. Analyse technical incidents and provide third-line support to resolve issues effectively.
10. Ensure seamless integration and continued operation of systems to minimise disruptions.

Prime Skills

- | | |
|--|--|
| 1. Crisis Management | 9. RCA & Corrective Action (RCCA) |
| 2. Disaster Recovery Management | 10. Reporting and Documentation |
| 3. Incident Management | 11. Service Level Management |
| 4. IT Governance | 12. System Integration and Configuration |
| 5. Operations Management | 13. Technical Support |
| 6. Programming | 14. Test Planning |
| 7. Coding and Scripting | 15. Testing |
| 8. Quality Assurance and Quality Control | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Operations Manager**

Additional Skills:	Additional Certifications:
- Incident Management - IT Governance - Operations Management	N/A - no additional certifications are mandatory for this role

2. IT Engineer

Additional Skills:	Additional Certifications:
- Software Security - Software Testing - Version Control	N/A - no additional certifications are mandatory for this role

3. Application Engineer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) Management - Applications Development - Applications Integratio	N/A - no additional certifications are mandatory for this role

4. BSS Engineer

Additional Skills:	Additional Certifications:
- Business Support Systems (BSS) - Cloud Computing - Configuration Management	N/A - no additional certifications are mandatory for this role

5. DevOps Engineer

Additional Skills:	Additional Certifications:
- Agile Software Development - DevOps - DevSecOps	N/A - no additional certifications are mandatory for this role

6. Edge Computing Specialist

Additional Skills:	Additional Certifications:
- Edge Computing - Internet of Things Management - Machine Learning	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A - no additional certifications are mandatory for this role

8. Full Stack Developer

Additional Skills:	Additional Certifications:
• Software Development Lifecycle (SDLC) • User Experience Design • User Interface Design	N/A - no additional certifications are mandatory for this role

9. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

10. OSS Engineer

Additional Skills:	Additional Certifications:
• Operational Support Systems Management (OSS) • System Integration and Configuration • System Performance Management	N/A - no additional certifications are mandatory for this role

11. Software Engineer

Additional Skills:	Additional Certifications:
• Software Configuration • Software Design and Development • Software Development Lifecycle (SDLC)	N/A - no additional certifications are mandatory for this role

12. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Operating System • System Integration and Configuration	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Software Test Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Firmware Testing and Validation • Product Testing	N/A - no additional certifications are mandatory for this role

14. System Engineer

Additional Skills:	Additional Certifications:
• System Integration and Configuration • System Performance Management • Systems Design	N/A - no additional certifications are mandatory for this role

15. UI Designer

Additional Skills:	Additional Certifications:
• User Interface Design • User Testing and Usability Testing • Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

16. UX Designer

Additional Skills:	Additional Certifications:
• User Experience Design • User Research • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

17. TAC Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Networking Fundamentals	Cisco Certified Network Associate (CCNA)

18. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

20. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

21. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

22. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

23. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

24. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

26. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

27. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

28. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

30. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

32. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

33. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

34. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

35. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

36. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Operations Manager



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (IT Infrastructure and Operations)

Job Purpose



Oversee IT and operations teams to ensure reliable, integrated, and high-performing infrastructure, support, and communications services.

Key Activities

1. Oversee day-to-day IT and telecom operations, including system monitoring, infrastructure management, and unified communications services.
2. Ensure stability, reliability, and availability of mission-critical systems and applications.
3. Serve as escalation point for critical incidents and outages, coordinating root cause analysis and resolution.
4. Implement processes to minimize downtime, streamline escalations, and improve incident response.
5. Drive automation initiatives to improve efficiency in infrastructure, monitoring, and support processes.
6. Lead service optimization and recommend improvements in performance, scalability, and integration.
7. Establish operational policies, procedures, and documentation to ensure compliance with regulatory and organizational standards.
8. Prepare and deliver operational performance reports, incident summaries, and trend analyses to highlighting key metrics and improvement opportunities.

Prime Skills

- | | |
|--------------------------------------|---|
| 1. Business Environment Analytics | 10. Quality Assurance and Quality Control |
| 2. Business Intelligence | 11. RCA & Corrective Action (RCCA) |
| 3. Crisis Management | 12. Reporting and Documentation |
| 4. Disaster Recovery Management | 13. Service Level Management |
| 5. Incident Management | 14. System Integration and Configuration |
| 6. IT Governance | 15. Technical Support |
| 7. Operations Management | 16. Test Planning |
| 8. People and Performance Management | 17. Testing |
| 9. Process Automation | |

Certification(s)

Information Technology Infrastructure Library (ITIL)

CAREER MOBILITY OPTIONS

1. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Agile Software Development • Application Programming Interface (API) Management • Cloud Computing	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

2. NOC Manager

Additional Skills:	Additional Certifications:
• Capacity Planning • Infrastructure Support • Network Configuration and Troubleshooting	Cisco Certified Network Associate (CCNA)

3. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

4. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

5. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A – no additional certifications are mandatory for this role

8. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

9. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

10. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

11. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

12. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

14. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

OSS Analyst



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Analyse and optimise OSS, monitor system performance, and troubleshoot issues to enhance network efficiency and service delivery.

Key Activities

1. Analyse and evaluate the performance and functionality of OSS within the telecommunications network.
2. Gather and document requirements for OSS enhancements or new implementations based on business needs and network operations feedback.
3. Monitor OSS applications and platforms to ensure they meet performance standards and support network operations effectively.
4. Assist in troubleshooting OSS-related issues, provide support to identify root causes and potential solutions.

Prime Skills

- | | |
|---|--|
| 1. Data Collection and Analytics | 8. Prompt Engineering |
| 2. Database Management | 9. Quality Assurance and Quality Control |
| 3. Network Administration and Maintenance | 10. RCA & Corrective Action (RCCA) |
| 4. Network Configuration and Troubleshooting | 11. Reporting and Documentation |
| 5. Networking Fundamentals | 12. SQL/ Database Querying |
| 6. Operational Support Systems Management (OSS) | 13. System Performance Management |
| 7. Process Automation | 14. Troubleshooting |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Application Support Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Applications Support and Enhancement • Configuration Management	N/A - no additional certifications are mandatory for this role

2. BSS Analyst

Additional Skills:	Additional Certifications:
Business Support Systems (BSS)	N/A - no additional certifications are mandatory for this role

3. IoT Support Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Cloud Computing • Internet of Things Management	N/A - no additional certifications are mandatory for this role

4. System Support Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Operating System • System Integration and Configuration	N/A - no additional certifications are mandatory for this role

5. OSS Engineer

Additional Skills:	Additional Certifications:
• System Integration and Configuration • Systems Design • Version Control	N/A - no additional certifications are mandatory for this role

6. SOC Analyst

Additional Skills:	Additional Certifications:
• Security Information and Event Management (SIEM) • Threat Analysis and Defence • Threat Intelligence and Detection	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Data Analyst

Additional Skills:	Additional Certifications:
• Data Governance • Data Visualisation and Storytelling • Data Wrangling	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

8. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Customer Experience Management • Customer Profiling	N/A – no additional certifications are mandatory for this role

9. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

OSS Architect



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Design and develop architectural frameworks for OSS, ensure Systems Design and scalability, and provide strategic direction for optimising network operations and service management.

Key Activities

1. Design and develop the overall architecture of OSS systems, ensuring scalability, reliability, and integration with other network elements.
2. Lead the integration of OSS solutions with network elements, IT systems, and business processes.
3. Evaluate and select OSS tools and platforms that align with the organisation's strategic goals and technical requirements.
4. Define standards and best practices for OSS deployment, configuration, and maintenance.
5. Oversee the customisation and automation of OSS workflows to enhance network management and operational efficiency.
6. Conduct research on emerging technologies and industry trends to keep the OSS architecture current and forward-looking.

Prime Skills

- | | |
|---|--|
| 1. Cloud Computing | 11. Programming |
| 2. Continuous Integration and Continuous Deployment (CI/CD) | 12. Coding and Scripting |
| 3. DevOps | 13. Prompt Engineering |
| 4. DevSecOps | 14. Security Architecture |
| 5. Emerging Technology Synthesis | 15. Solution Architecture |
| 6. Enterprise Architecture | 16. Solution Design Thinking |
| 7. Infrastructure as Code (IaC) | 17. System Integration and Configuration |
| 8. Networking Fundamentals | 18. System Performance Management |
| 9. Operational Support Systems Management (OSS) | 19. Systems Design |
| 10. Process Automation | 20. Version Control |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Software Engineering Manager****Additional Skills:**

- Business Environment Analytics
- People and Performance Management
- Strategy Development and Implementation Management

Additional Certifications:

- Project Management Professional (PMP)
- Certified Business Analysis Professional (CBAP)

2. Customer Experience Manager**Additional Skills:**

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Customer Relations Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Customer Service Manager**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Branding Manager**Additional Skills:**

- Brand Management
- Marketing Campaign Management
- Social Media Marketing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

7. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

8. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

9. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

13. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A – no additional certifications are mandatory for this role

14. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

15. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

16. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

17. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

19. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

20. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

OSS Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Manage and maintain the OSS.

Key Activities

1. Design, implement, and maintain OSS platforms that support network operations.
2. Develop and configure OSS tools for fault management, performance monitoring, configuration management, and security management.
3. Troubleshoot and resolve issues within the OSS platforms.
4. Customise and automate OSS workflows and processes to improve operational efficiency.
5. Provide technical support and training to network operations centre (NOC) staff and other users of OSS tools.
6. Document OSS/BASS architectures, configurations, and procedure.

Prime Skills

- | | |
|---|--|
| 1. Cloud Computing | 10. Coding and Scripting |
| 2. Configuration Management | 11. Prompt Engineering |
| 3. Database Management | 12. RCA & Corrective Action (RCCA) |
| 4. Network Administration and Maintenance | 13. System Integration and Configuration |
| 5. Network Configuration and Troubleshooting | 14. System Performance Management |
| 6. Networking Fundamentals | 15. Systems Design |
| 7. Operational Support Systems Management (OSS) | 16. Test Planning |
| 8. Process Automation | 17. Troubleshooting |
| 9. Programming | 18. Version Control |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. OSS Architect

Additional Skills:	Additional Certifications:
- Security Architecture - Solution Architecture - Solution Design Thinking	N/A - no additional certifications are mandatory for this role

2. Software Engineering Manager

Additional Skills:	Additional Certifications:
- Business Environment Analytics - Business Intelligence - Strategy Development and Implementation Management	- Project Management Professional (PMP) - Certified Business Analysis Professional (CBAP)

3. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Process Re-engineering	N/A - no additional certifications are mandatory for this role

4. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

6. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

9. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

10. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

17. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

18. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

21. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Software Architect



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Design and review software architectural standards, develops application architecture considering diverse perspectives, and effectively resolves complex issues.

Key Activities

1. Review recommendations to software architectural standards for approval.
2. Lead and facilitate the software architecture governance process based on the enterprise architecture governance structure.
3. Assess near-term needs to establish business priorities and align architectural requirements with IT strategy.
4. Consult with clients and IT teams on software architecture solutions.
5. Oversee the development of guidelines and standards for software development, addressing complex architectural and integration challenges.

Prime Skills

- | | |
|---|---|
| 1. Agile Software Development | 13. Process Automation |
| 2. Application Programming Interface (API) Management | 14. Programming |
| 3. Artificial Intelligence Application in Product Development | 15. Coding and Scripting |
| 4. Cloud Computing | 16. Prompt Engineering |
| 5. Containerisation and Orchestration | 17. Quality Assurance and Quality Control |
| 6. Continuous Integration and Continuous Deployment (CI/CD) | 18. Security Architecture |
| 7. Database Management | 19. Software Design and Development |
| 8. DevOps | 20. Solution Architecture |
| 9. DevSecOps | 21. Solution Design Thinking |
| 10. Enterprise Architecture | 22. System Integration and Configuration |
| 11. Infrastructure as Code (IaC) | 23. Systems Design |
| 12. Model Context Protocol | 24. Version Control |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. BSS Architect****Additional Skills:**

- Business Support Systems (BSS)
- Emerging Technology Synthesis
- System Performance Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. OSS Architect**Additional Skills:**

- Networking Fundamentals
- Operational Support Systems Management (OSS)
- System Performance Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Software Solution Architect**Additional Skills:**

- Requirements Definition and Management
- System Thinking

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Operations Manager**Additional Skills:**

- Business Environment Analytics
- Business Intelligence
- Operations Management

Additional Certifications:

Information Technology Infrastructure Library (ITIL)

5. Software Engineering Manager**Additional Skills:**

- Business Environment Analytics
- People and Performance Management
- Strategy Development and Implementation Management

Additional Certifications:

- Project Management Professional (PMP)
- Certified Business Analysis Professional (CBAP)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

7. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

9. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

13. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

19. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

20. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

21. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

22. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

23. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

25. PaaS Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Software Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Develop and maintain high-quality software solutions by designing, testing, and optimising code for performance.

Key Activities

1. Develop, test, and deploy scalable software applications and services.
2. Optimise software for performance, scalability, and reliability.
3. Troubleshoot and debug complex issues in network software or services.
4. Participate in code reviews and contribute to technical documentation.
5. Contribute to automation and continuous integration/deployment of telecom software.

Prime Skills

- | | |
|---|---|
| 1. Agile Software Development | 14. Process Automation |
| 2. Application Programming Interface (API) Management | 15. Programming |
| 3. Artificial Intelligence Application in Product Development | 16. Coding and Scripting |
| 4. Back-End Technologies | 17. Prompt Engineering |
| 5. Cloud Computing | 18. Quality Assurance and Quality Control |
| 6. Configuration Management | 19. RCA & Corrective Action (RCCA) |
| 7. Containerisation and Orchestration | 20. Software Configuration |
| 8. Continuous Integration and Continuous Deployment (CI/CD) | 21. Software Design and Development |
| 9. DevOps | 22. Software Development Lifecycle (SDLC) |
| 10. DevSecOps | 23. Software Testing |
| 11. Failure Analysis | 24. System Integration and Configuration |
| 12. Infrastructure as Code (IaC) | 25. Troubleshooting |
| 13. Model Context Protocol | 26. Version Control |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Application Engineer****Additional Skills:**

- Applications Development
- Applications Integration
- Applications Support and Enhancement

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Software Test Engineer**Additional Skills:**

- Firmware Testing and Validation
- Product Testing
- Test Planning

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. System Engineer**Additional Skills:**

- Operating System
- System Performance Management
- Systems Design

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. UX Designer**Additional Skills:**

- User Experience Design
- User Research
- User Testing and Usability Testing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. UI Designer**Additional Skills:**

- User Interface Design
- User Testing and Usability Testing
- Visual Design and Communication Principles

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
Operating System	N/A - no additional certifications are mandatory for this role

7. OSS Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

8. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

9. Full Stack Developer

Additional Skills:	Additional Certifications:
• Test Planning • User Experience Design • User Interface Design	N/A - no additional certifications are mandatory for this role

10. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A - no additional certifications are mandatory for this role

11. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• Edge Computing • Internet of Things Management • Machine Learning	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. DevOps Engineer

Additional Skills:	Additional Certifications:
• Applications Integration • Cyber Risk Management • Solution Architecture	N/A - no additional certifications are mandatory for this role

13. BSS Engineer

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Database Management	N/A - no additional certifications are mandatory for this role

14. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

15. IoT Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

16. Software Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

17. Software Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. IT Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

19. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Incident Management	N/A - no additional certifications are mandatory for this role

20. Cloud Developer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Application • Cloud Security • Database Management	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

21. Cloud Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Hybrid Cloud Networking	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

22. Cloud Network Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Hybrid Cloud Networking	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

23. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

25. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

26. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

27. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

28. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

29. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30.Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

31. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

32. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

33. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A - no additional certifications are mandatory for this role

34.Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

35.Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

37. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

38. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

39. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

40. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

41. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

42.PaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

43.PaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Software Engineering Manager



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Lead software engineering to drive strategy, innovation, and high-quality software delivery aligned with business goals.

Key Activities

1. Gather and analyse business and technical requirements to define project scope and objectives.
2. Oversee the end-to-end delivery of software projects, ensuring scalability, reliability, and maintainability.
3. Drive adoption of modern engineering practices, CI/CD pipelines, automated testing, and code review processes.
4. Monitor and improve software performance, reliability, and operational efficiency.
5. Ensure compliance with security, data privacy, and regulatory standards in software development.
6. Support resource planning and technical decision-making for optimal project execution.

Prime Skills

- | | |
|---|--|
| 1. Agile Software Development | 13. Emerging Technology Synthesis |
| 2. Application Programming Interface (API) Management | 14. Infrastructure as Code (IaC) |
| 3. Business Environment Analytics | 15. People and Performance Management |
| 4. Business Intelligence | 16. Product Requirements |
| 5. Business Intelligence | 17. Project Management |
| 6. Cloud Computing | 18. Quality Assurance and Quality Control |
| 7. Continuous Improvement | 19. Requirements Definition and Management |
| 8. Continuous Integration and Continuous Deployment (CI/CD) | 20. Software Development Lifecycle (SDLC) |
| 9. Data Privacy and Security | 21. Strategy Development and Implementation Management |
| 10. DevOps | 22. System Performance Management |
| 11. DevSecOps | 23. Version Control |
| 12. Edge Computing | |

Certification(s)

- Project Management Professional (PMP)
- Certified Business Analysis Professional (CBAP)

CAREER MOBILITY OPTIONS

1. Operations Manager

Additional Skills:

- Business Environment Analytics
- Business Intelligence
- Operations Management

Additional Certifications:

Information Technology Infrastructure Library (ITIL)

2. Customer Experience Manager

Additional Skills:

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Customer Relations Manager

Additional Skills:

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Customer Service Manager

Additional Skills:

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Branding Manager

Additional Skills:

- Brand Management
- Marketing Campaign Management
- Social Media Marketing

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

7. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

8. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

9. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

10. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

11. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

13. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A – no additional certifications are mandatory for this role

14. Risk Manager

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

15. Government Affairs Manager

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	- Public Policy - Public Administration

16. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

17. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

19. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

20. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

21. PaaS Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Software Solution Architect



Infrastructure

Services

Support

Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Design and implement complex technical solutions to meet business needs, ensuring scalability, efficiency, and seamless integration within the telecom infrastructure.

Key Activities

1. Design end-to-end technical solutions that meet client business and operational requirements.
2. Ensure solution architectures are scalable, secure, and aligned with telecom infrastructure standards.
3. Define integration frameworks across systems, applications, and platforms.
4. Evaluate technical risks and recommend mitigation strategies for solution deployments.
5. Guide implementation teams during system rollouts and technical transitions.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 13. Prompt Engineering |
| 2. Artificial Intelligence Application | 14. Quality Assurance and Quality Control |
| 3. Artificial Intelligence Application in Product Development | 15. Requirements Definition and Management |
| 4. Cloud Architecture | 16. Security Architecture |
| 5. Cloud Computing | 17. Solution Architecture |
| 6. Edge Computing | 18. Solution Design Thinking |
| 7. Enterprise Architecture | 19. System Integration and Configuration |
| 8. Model Context Protocol | 20. System Thinking |
| 9. Network Design and Planning | 21. Systems Design |
| 10. Process Automation | 22. TCP/ IP and Networking Protocols |
| 11. Programming | 23. Version Control |
| 12. Coding and Scripting | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. BSS Architect****Additional Skills:**

- Business Support Systems (BSS)
- Continuous Integration and Continuous Deployment (CI/CD)
- Database Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. IoT Solution Architect**Additional Skills:**

- Embedded Systems Integration
- Embedded Systems Interface Design
- Embedded Systems Programming

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. OSS Architect**Additional Skills:**

- DevOps
- DevSecOps
- Operational Support Systems Management (OSS)

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Software Architect**Additional Skills:**

- DevOps
- DevSecOps
- Software Design and Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Operations Manager**Additional Skills:**

- Business Environment Analytics
- Business Intelligence
- Operations Management

Additional Certifications:

Information Technology Infrastructure Library (ITIL)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

7. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

8. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

9. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

10. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

13. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

14. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

15. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

16. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

19. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

20. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

21. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

22. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

23. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

25. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

26. PaaS Product Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Software Technology Platform Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Manage and maintain enterprise platforms to ensure high availability, performance and security.

Key Activities

1. Manage day-to-day operations of enterprise platforms to ensure system availability, scalability, and security compliance.
2. Coordinate integration between internal and external systems.
3. Work with development teams and vendors to implement and maintain APIs and middleware.
4. Monitor platform health and performance metrics to identify and implement improvements for efficiency and reliability.
5. Troubleshoot platform-related issues and coordinate timely resolution.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 5. Operating System |
| 2. Back-End Technologies | 6. RCA & Corrective Action (RCCA) |
| 3. Cloud Computing | 7. System Integration and Configuration |
| 4. Containerisation and Orchestration | 8. Troubleshooting |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Application Engineer**

Additional Skills:	Additional Certifications:
• Applications Development • Applications Integration • Applications Support and Enhancement	N/A - no additional certifications are mandatory for this role

2. BSS Engineer

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Configuration Management • Database Management	N/A - no additional certifications are mandatory for this role

3. DevOps Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • DevOps • DevSecOps	N/A - no additional certifications are mandatory for this role

4. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• DevOps • DevSecOps • Edge Computing	N/A - no additional certifications are mandatory for this role

5. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A - no additional certifications are mandatory for this role

6. Full Stack Developer

Additional Skills:	Additional Certifications:
• Agile Software Development • Continuous Integration and Continuous Deployment (CI/CD) • DevOps	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

8. OSS Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Database Management • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

9. Software Engineer

Additional Skills:	Additional Certifications:
• Software Configuration • Software Design and Development • Software Development Lifecycle (SDLC)	N/A - no additional certifications are mandatory for this role

10. Software Test Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • Product Testing • Test Planning	N/A - no additional certifications are mandatory for this role

11. System Engineer

Additional Skills:	Additional Certifications:
• System Performance Management • Systems Design	N/A - no additional certifications are mandatory for this role

12. UI Designer

Additional Skills:	Additional Certifications:
• User Interface Design • User Testing and Usability Testing • Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. UX Designer

Additional Skills:	Additional Certifications:
• User Experience Design • User Research • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

14. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

15. IoT Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

16. Software Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

17. Software Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

18. IT Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Incident Management	N/A - no additional certifications are mandatory for this role

20. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

21. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

22. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

23. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

24. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

26. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

27. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

28. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

30. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

32. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

33. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

34. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

35. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

36. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

38. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

39. PaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

40. PaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Software Test Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Ensure product quality and compliance by testing and inspecting for defects, calibrating equipment, and developing improved testing methods.

Key Activities

1. Develop and execute test plans, cases, and scripts to validate system functionality and performance.
2. Inspect and calibrate equipment to ensure test accuracy and reliability.
3. Identify, document, and report defects, inconsistencies, and product issues.
4. Propose and implement improvements to testing methodologies and tools.
5. Collaborate with development teams to resolve defects and enhance product quality.

Prime Skills

- | | |
|------------------------------------|--|
| 1. Configuration Management | 6. Quality Assurance and Quality Control |
| 2. Emerging Technology Synthesis | 7. RCA & Corrective Action (RCCA) |
| 3. Firmware Testing and Validation | 8. Reporting and Documentation |
| 4. Product Testing | 9. Test Planning |
| 5. Prompt Engineering | 10. Testing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Application Engineer**

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Applications Development • Applications Integration	N/A - no additional certifications are mandatory for this role

2. BSS Engineer

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Cloud Computing • Database Management	N/A - no additional certifications are mandatory for this role

3. DevOps Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • DevOps • DevSecOps	N/A - no additional certifications are mandatory for this role

4. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• Cloud Computing • Edge Computing • Internet of Things Management	N/A - no additional certifications are mandatory for this role

5. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A - no additional certifications are mandatory for this role

6. Full Stack Developer

Additional Skills:	Additional Certifications:
• Agile Software Development • Continuous Integration and Continuous Deployment (CI/CD) • DevOps	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

8. OSS Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Database Management • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

9. Software Engineer

Additional Skills:	Additional Certifications:
• Software Configuration • Software Design and Development • Software Development Lifecycle (SDLC)	N/A - no additional certifications are mandatory for this role

10. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Operating System • System Integration and Configuration	N/A - no additional certifications are mandatory for this role

11. System Engineer

Additional Skills:	Additional Certifications:
• System Integration and Configuration • System Performance Management • Systems Design	N/A - no additional certifications are mandatory for this role

12. UI Designer

Additional Skills:	Additional Certifications:
• User Interface Design • User Testing and Usability Testing • Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. UX Designer

Additional Skills:	Additional Certifications:
• User Experience Design • User Research • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

14. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

15. IoT Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

16. Software Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

17. Software Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

18. IT Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • RCA & Corrective Action (RCCA)	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Incident Management	N/A - no additional certifications are mandatory for this role

20. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

21. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

22. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

23. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

24. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

26. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

27. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

28. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

29. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

30. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

32. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

33. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

34. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

35. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

36. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

38. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

39. PaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

40. PaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

System Engineer



Infrastructure


Services


Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Design, implement, and maintain infrastructure and software systems to ensure reliable, scalable, and high-performance communication services.

Key Activities

1. Design, develop, and implement IT and network systems, including servers, networks, cloud-based platforms, and communication tool.
2. Manage the installation and configuration of network/IT systems, ensuring proper integration with existing infrastructure and alignment with organizational requirements.
3. Deploy software, hardware, and networking components, coordinating with cross-functional teams to ensure successful implementation.
4. Continuously monitor network/IT systems for performance, reliability, and capacity, identifying potential issues and proactively resolving them.
5. Implement and configure network monitoring tools to track system health, bandwidth utilization, response times, and error rates.
6. Provide technical support for network/IT systems, responding to and resolving issues related to system performance, availability, and functionality.

Prime Skills

- | | |
|---------------------------------------|---|
| 1. Cloud Computing | 11. Prompt Engineering |
| 2. Configuration Management | 12. Quality Assurance and Quality Control |
| 3. Containerisation and Orchestration | 13. RCA & Corrective Action (RCCA) |
| 4. Incident Management | 14. Security Administration |
| 5. Infrastructure as Code (IaC) | 15. System Integration and Configuration |
| 6. Networking Fundamentals | 16. System Performance Management |
| 7. Operating System | 17. Systems Design |
| 8. Process Automation | 18. TCP/ IP and Networking Protocols |
| 9. Programming | 19. Troubleshooting |
| 10. Coding and Scripting | 20. Version Control |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Application Engineer****Additional Skills:**

- Application Programming Interface (API) Management
- Applications Development
- Applications Integration

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Embedded System Engineer**Additional Skills:**

- Embedded Software Design
- Embedded Systems Integration
- Embedded Systems Interface Design

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Software Engineer**Additional Skills:**

- Agile Software Development
- Application Programming Interface (API) Management
- Continuous Integration and Continuous Deployment (CI/CD)

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Software Test Engineer**Additional Skills:**

- Firmware Testing and Validation
- Product Testing
- Test Planning

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. BSS Engineer**Additional Skills:**

- Business Support Systems (BSS)
- Cloud Computing
- Database Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. DevOps Engineer

Additional Skills:	Additional Certifications:
- Agile Software Development - DevOps - DevSecOps	N/A - no additional certifications are mandatory for this role

7. Edge Computing Specialist

Additional Skills:	Additional Certifications:
- DevOps - DevSecOps - Edge Computing	N/A - no additional certifications are mandatory for this role

8. Full Stack Developer

Additional Skills:	Additional Certifications:
- Agile Software Development - Continuous Integration and Continuous Deployment (CI/CD) - DevOps	N/A - no additional certifications are mandatory for this role

9. IoT System Engineer

Additional Skills:	Additional Certifications:
- Embedded Systems Integration - Embedded Systems Interface Design - Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

10. OSS Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - Network Configuration and Troubleshooting - Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

11. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) Management - Back-End Technologies	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. UI Designer

Additional Skills:	Additional Certifications:
• User Interface Design • User Testing and Usability Testing • Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

13. UX Designer

Additional Skills:	Additional Certifications:
• User Experience Design • User Research • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

14. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

15. IoT Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

16. Software Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

17. Software Solution Architect

Additional Skills:	Additional Certifications:
• Enterprise Architecture • Security Architecture • Solution Architecture	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. IT Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • RCA & Corrective Action (RCCA)	N/A – no additional certifications are mandatory for this role

19. Operations Centre Engineer

Additional Skills:	Additional Certifications:
• Crisis Management • Disaster Recovery Management • Incident Management	N/A – no additional certifications are mandatory for this role

20. Cloud Developer

Additional Skills:	Additional Certifications:
• Cloud Security • DevOps • DevSecOps	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

21. Cloud Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Hybrid Cloud Networking	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

22. Cloud Network Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Cloud Security • Hybrid Cloud Networking	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

23. Cloud FinOps Engineer

Additional Skills:	Additional Certifications:
• Big Data Analytics • Budget Management and Cost Management • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

25. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

26. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

27. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

28. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

29. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

31. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

32. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

33. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

34. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

35. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

37. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

38. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

39. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

40. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

41. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

42.Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

System Support Engineer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Maintain, troubleshoot, and support the infrastructure and software systems that enable communication service.

Key Activities

1. Undertake complex projects related to system provisioning, installations, configurations, as well as monitoring and maintenance of systems.
2. Apply highly developed specialist knowledge and skills in systems administration and work toward continuous optimisation of system performance.
3. Implement system improvements and instruct other IT staff in the resolution of the most complex issues.
4. Maintain and troubleshoot communication infrastructure, servers, and application environments.
5. Document support activities, system changes, and troubleshooting procedures.

Prime Skills

- | | |
|-----------------------------|--|
| 1. Cloud Computing | 9. Prompt Engineering |
| 2. Configuration Management | 10. RCA & Corrective Action (RCCA) |
| 3. Incident Management | 11. Security Administration |
| 4. Networking Fundamentals | 12. System Integration and Configuration |
| 5. Operating System | 13. System Performance Management |
| 6. Process Automation | 14. TCP/IP and Networking Protocols |
| 7. Programming | 15. Technical Support |
| 8. Coding and Scripting | 16. Troubleshooting |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. BSS Analyst

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Data Collection and Analytics • Database Management	N/A - no additional certifications are mandatory for this role

2. IoT Support Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Embedded Systems Integration • Internet of Things Management	N/A - no additional certifications are mandatory for this role

3. OSS Analyst

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

4. Application Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Applications Development • Applications Integration	N/A - no additional certifications are mandatory for this role

5. Application Support Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Applications Support and Enhancement • Continuous Integration and Continuous Deployment (CI/CD)	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. DevOps Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • DevOps • DevSecOps	N/A - no additional certifications are mandatory for this role

7. Edge Computing Specialist

Additional Skills:	Additional Certifications:
• Edge Computing • Internet of Things Management • Machine Learning	N/A - no additional certifications are mandatory for this role

8. Embedded System Engineer

Additional Skills:	Additional Certifications:
• Embedded Software Design • Embedded Systems Integration • Embedded Systems Interface Design	N/A - no additional certifications are mandatory for this role

9. Full Stack Developer

Additional Skills:	Additional Certifications:
• Agile Software Development • Application Programming Interface (API) Management • Containerisation and Orchestration	N/A - no additional certifications are mandatory for this role

10. IoT System Engineer

Additional Skills:	Additional Certifications:
• Embedded Systems Integration • Embedded Systems Interface Design • Embedded Systems Programming	N/A - no additional certifications are mandatory for this role

11. Software Engineer

Additional Skills:	Additional Certifications:
• Software Configuration • Software Design and Development • Software Development Lifecycle (SDLC)	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Software Technology Platform Engineer

Additional Skills:

- Application Programming Interface (API) Management
- Back-End Technologies
- Containerisation and Orchestration

Additional Certifications:

N/A - no additional certifications are mandatory for this role

13. Software Test Engineer

Additional Skills:

- Firmware Testing and Validation
- Product Testing
- Test Planning

Additional Certifications:

N/A - no additional certifications are mandatory for this role

14. System Engineer

Additional Skills:

- Containerisation and Orchestration
- Infrastructure as Code (IaC)
- Version Control

Additional Certifications:

N/A - no additional certifications are mandatory for this role

15. UI Designer

Additional Skills:

- User Interface Design
- User Testing and Usability Testing
- Visual Design and Communication Principles

Additional Certifications:

N/A - no additional certifications are mandatory for this role

16. UX Designer

Additional Skills:

- User Experience Design
- User Research
- User Testing and Usability Testing

Additional Certifications:

N/A - no additional certifications are mandatory for this role

17. Cybersecurity Support Engineer

Additional Skills:

- Security Monitoring
- Threat Intelligence and Detection
- Vulnerability Assessment and Penetration Testing

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Customer and Market Insights Analyst**Additional Skills:**

- Customer Behaviour Analysis
- Customer Experience Management
- Customer Profiling

Additional Certifications:

N/A – no additional certifications are mandatory for this role

19. Customer Service Representative**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Customer Management
- Service Excellence

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

UI Designer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Translate business needs into intuitive UI designs and conduct usability testing.

Key Activities

1. Design visually appealing and user-friendly interfaces for web and mobile applications, ensuring a seamless user experience.
2. Collaborate with various stakeholders to translate user needs and business goals into effective design solutions.
3. Create wireframes, mockups, and high-fidelity prototypes to communicate design concepts and user flows.
4. Develop and maintain design systems and component libraries to ensure consistency across products.
5. Conduct design reviews and gather feedback from stakeholders to iterate and improve designs.

Prime Skills

- | | |
|-------------------------------------|---|
| 1. Digital and Physical Prototyping | 6. Solution Design Thinking |
| 2. Front-End Technologies | 7. User Interface Design |
| 3. Information Architecture | 8. User Testing and Usability Testing |
| 4. Project Management | 9. Visual Design and Communication Principles |
| 5. Prompt Engineering | 10. Wireframing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. UX Designer**

Additional Skills:	Additional Certifications:
• User Experience Design • User Research	N/A – no additional certifications are mandatory for this role

2. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

3. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

4. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

5. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

6. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

9. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A - no additional certifications are mandatory for this role

10. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

17. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

18. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

21. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

UX Designer



Infrastructure



Services



Support



Customer

Cluster



Platform and Solution Services (Software and Application)

Job Purpose



Design user journey and conduct usability assessments.

Key Activities

1. Design and optimize user journeys for various digital products and services, ensuring a seamless and intuitive experience for our customers.
2. Conduct usability assessments and user research to gather insights on user behavior, needs, and pain points.
3. Create wireframes, prototypes, and high-fidelity designs that effectively communicate design concepts and user flows.
4. Collaborate with cross-functional teams, including product managers, developers, and marketing, to align design solutions with business goals and technical feasibility.
5. Conduct A/B testing and analyze user feedback to iterate on designs and improve user satisfaction.

Prime Skills

- | | |
|-------------------------------------|--|
| 1. Digital and Physical Prototyping | 7. User Experience Design |
| 2. Front-End Technologies | 8. User Research |
| 3. Information Architecture | 9. User Testing and Usability Testing |
| 4. Project Management | 10. Visual Design and Communication Principles |
| 5. Prompt Engineering | 11. Wireframing |
| 6. Solution Design Thinking | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. UI Designer

Additional Skills:	Additional Certifications:
User Interface Design	N/A - no additional certifications are mandatory for this role

2. Software Engineering Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	• Project Management Professional (PMP) • Certified Business Analysis Professional (CBAP)

3. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

4. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

6. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

8. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

9. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

10. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

11. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

12. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

14. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

16. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

17. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

18. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

21. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud Product Development Specialistt



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Design, build, and enhance cloud-based products and services to deliver innovative, scalable, and customer-focused solutions.

Key Activities

1. Develop cloud-based applications, features, and services aligned with customer needs and business strategy.
2. Build, test, and deploy cloud-native solutions ensuring scalability, availability, and performance.
3. Ensure product compliance with security, regulatory, and data protection requirements.
4. Monitor product performance and user feedback to drive continuous improvements.
5. Research and apply emerging cloud technologies to enhance product capabilities.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 13. New Product Introduction Management (NPI) |
| 2. Artificial Intelligence Application | 14. Product Design and Development |
| 3. Artificial Intelligence Application in Product Development | 15. Product Lifecycle Management |
| 4. Cloud Computing | 16. Product Management |
| 5. Cloud Security | 17. Product Performance Management |
| 6. Containerisation and Orchestration | 18. Product Requirements |
| 7. DevOps | 19. Programming |
| 8. DevSecOps | 20. Coding and Scripting |
| 9. Digital and Physical Prototyping | 21. Prompt Engineering |
| 10. Emerging Technology Monitoring | 22. Quality Assurance and Quality Control |
| 11. Hybrid Cloud Networking | 23. Requirements Definition and Management |
| 12. Infrastructure as Code (IaC) | 24. Testing |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Cloud Product Solution Architect****Additional Skills:**

- Continuous Integration and Continuous Deployment (CI/CD)
- Eco-Design Principles
- Solution Architecture

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Cloud Product Manager**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager**Additional Skills:**

- Business Intelligence
- Business Opportunities Development
- Go-To-Market Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Relations Executive**Additional Skills:**

- Complaint Handling and Conflict Resolution
- Service Excellence
- Service Level Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

7. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

8. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

10. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Knowledge - Product Launch Management	N/A - no additional certifications are mandatory for this role

11. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

15. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

17. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

19. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

20. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

21. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

22. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

23. Cloud Developer

Additional Skills:	Additional Certifications:
• Software Configuration • Software Design and Development • Software Testing	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Cloud Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Crisis Management • Disaster Recovery Management	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

25. Cloud FinOps Engineer

Additional Skills:	Additional Certifications:
• Big Data Analytics • Budget Management and Cost Management • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

26. Cloud Network Engineer

Additional Skills:	Additional Certifications:
• Database Management • Incident Management • Infrastructure Deployment	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud Product Manager



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Drive the development, delivery, and lifecycle management of cloud-based products and services that meet customer needs.

Key Activities

1. Define product vision, roadmap, and feature prioritization for cloud-based solutions.
2. Collaborate with engineering, sales, and marketing teams to align product delivery with customer needs.
3. Conduct competitive analysis and market research to refine product positioning and pricing.
4. Oversee product lifecycle management from ideation through deployment and end-of-life transitions.
5. Gather and analyse user feedback to continuously improve cloud product offerings.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Application | 12. New Product Introduction Management (NPI) |
| 2. Business Intelligence | 13. Product Advisory |
| 3. Business Opportunities Development | 14. Product Lifecycle Management |
| 4. Cloud Computing | 15. Product Management |
| 5. Cloud Security | 16. Product Performance Management |
| 6. Customer Behaviour Analysis | 17. Product Requirements |
| 7. Customer Management | 18. Product Strategy |
| 8. Emerging Technology Monitoring | 19. Prompt Engineering |
| 9. Go-To-Market Strategy | 20. Requirements Definition and Management |
| 10. Hybrid Cloud Networking | 21. Research and Information Synthesis |
| 11. Market Research and Analytics | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Product Management**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Portfolio Management	N/A - no additional certifications are mandatory for this role

2. Product Manager (Industry Vertical)

Additional Skills:	Additional Certifications:
• Portfolio Management • Solution Architecture	N/A - no additional certifications are mandatory for this role

3. Product Strategy and Planning Manager

Additional Skills:	Additional Certifications:
Portfolio Management	N/A - no additional certifications are mandatory for this role

4. IaaS Product Manager

Additional Skills:	Additional Certifications:
• Network Security • Networking Fundamentals	N/A - no additional certifications are mandatory for this role

5. NaaS Product Manager

Additional Skills:	Additional Certifications:
• Network Security • Networking Fundamentals	N/A - no additional certifications are mandatory for this role

6. PaaS Product Manager

Additional Skills:	Additional Certifications:
• DevOps • DevSecOps	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Data Product Manager

Additional Skills:	Additional Certifications:
• Data Engineering • Data Governance • Data Modelling	N/A - no additional certifications are mandatory for this role

8. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

12. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

15. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

16. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A – no additional certifications are mandatory for this role

17. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

18. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

20. Risk Manager

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

21. Government Affairs Manager

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	- Public Policy - Public Administration

22. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

23. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

24. Data Privacy Manager

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

26. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud Product Solution Architect



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Design and govern scalable cloud solution architecture that align with business objectives.

Key Activities

1. Design and define end-to-end cloud solution architectures that enable secure, scalable, and high-performance product delivery across telecom and enterprise environments.
2. Collaborate with product managers and operations teams to translate business and technical requirements into architectural blueprints and integration strategies.
3. Establish cloud architecture standards and best practices, including multi-cloud, hybrid deployments, and API integration frameworks.
4. Ensure compliance with cloud security, governance, and regulatory requirements, embedding resilience and disaster recovery into solution designs.
5. Evaluate emerging cloud technologies and services to recommend optimal solutions for cost-efficiency, scalability, and interoperability.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 12. Hybrid Cloud Networking |
| 2. Artificial Intelligence Application | 13. Infrastructure as Code (IaC) |
| 3. Artificial Intelligence Application in Product Development | 14. Product Design and Development |
| 4. Cloud Computing | 15. Product Lifecycle Management |
| 5. Cloud Security | 16. Product Management |
| 6. Containerisation and Orchestration | 17. Product Performance Management |
| 7. Continuous Integration and Continuous Deployment (CI/CD) | 18. Product Requirements |
| 8. DevOps | 19. Prompt Engineering |
| 9. DevSecOps | 20. Quality Assurance and Quality Control |
| 10. Eco-Design Principles | 21. Requirements Definition and Management |
| 11. Emerging Technology Monitoring | 22. Solution Architecture |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Cloud Product Manager****Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Cloud Product Development Specialist**Additional Skills:**

- Digital and Physical Prototyping
- New Product Introduction Management (NPI)
- Programming
- Coding and Scripting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager**Additional Skills:**

- Business Intelligence
- Business Opportunities Development
- Go-To-Market Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Experience Executive**Additional Skills:**

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Knowledge - Product Launch Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Cloud Developer

Additional Skills:	Additional Certifications:
• Software Configuration • Software Design and Development • Software Testing	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

25. Cloud Engineer

Additional Skills:	Additional Certifications:
• Cloud Architecture • Crisis Management • Disaster Recovery Management	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

26. Cloud FinOps Engineer

Additional Skills:	Additional Certifications:
• Big Data Analytics • Budget Management and Cost Management • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

27. Cloud Network Engineer

Additional Skills:	Additional Certifications:
• Database Management • Incident Management • Infrastructure Deployment	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Product Development Specialist



Infrastructure


Services


Support



Customer

Cluster



Product Management

Job Purpose



Design, build, and enhance data-driven applications, dashboards, and tools that transform raw data into actionable insights for end-users.

Key Activities

1. Develop user-facing components of data products, including dashboards, applications, and visualizations.
2. Translate product requirements and user stories into functional design and features.
3. Collaborate with data engineers to integrate backend data pipelines with front-end interfaces.
4. Ensure data product usability, accessibility, and performance through iterative development and testing.
5. Maintain and update existing data products to incorporate new features, datasets, and improvements.
6. Collect and respond to user feedback to enhance data product design and functionality.
7. Ensure front-end solutions comply with security, governance, and quality standards.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 13. Digital and Physical Prototyping |
| 2. Artificial Intelligence Application | 14. Emerging Technology Monitoring |
| 3. Artificial Intelligence Application in Product Development | 15. Information Security |
| 4. Continuous Integration and Continuous Deployment (CI/CD) | 16. Infrastructure as Code (IaC) |
| 5. Data Engineering | 17. Market Research and Analytics |
| 6. Data Governance | 18. New Product Introduction Management (NPI) |
| 7. Data Modelling | 19. Product Design and Development |
| 8. Data Privacy and Security | 20. Product Lifecycle Management |
| 9. Data Visualisation and Storytelling | 21. Product Management |
| 10. Database Management | 22. Product Performance Management |
| 11. DevOps | 23. Product Requirements |
| 12. DevSecOps | 24. Programming |

25. Coding and Scripting	28. Requirements Definition and Management
26. Prompt Engineering	29. SQL/ Database Querying
27. Quality Assurance and Quality Control	30. Testing

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Data Product Manager

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A - no additional certifications are mandatory for this role

2. Data Solution Architect

Additional Skills:	Additional Certifications:
Solution Architecture	N/A - no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A - no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager

Additional Skills:	Additional Certifications:
- Business Intelligence - Business Opportunities Development - Go-To-Market Strategy	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A - no additional certifications are mandatory for this role

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

24. Data Engineer

Additional Skills:	Additional Certifications:
• Data Wrangling • Database Design • Database Security	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

25. Data Modelling Specialist

Additional Skills:	Additional Certifications:
• Business Continuity Management • Business Needs Analysis • Business Process Management	N/A - no additional certifications are mandatory for this role

26. Data Scientist

Additional Skills:	Additional Certifications:
• Computational Modelling • Mathematical Concepts Application • Statistical Analytics	N/A - no additional certifications are mandatory for this role

27. AI and ML Engineer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Deployment • Artificial Intelligence Management • Artificial Intelligence Security	N/A - no additional certifications are mandatory for this role

28. AI Ethics Officer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Ethics and Governance • Artificial Intelligence Management • Audit and Compliance Strategy Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Product Manager



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Drive the roadmap for data products, ensuring they meet the needs of data users.

Key Activities

1. Define the vision, strategy, and roadmap for data product offerings.
2. Gather user requirements, prioritize features, and oversee product development cycles.
3. Collaborate with data engineers, analysts, and business units to align product capabilities with user needs.
4. Monitor product usage, performance metrics, and user feedback to drive continuous improvement.
5. Ensure data products meet regulatory, security, and quality standards.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Application | 13. New Product Introduction Management (NPI) |
| 2. Business Intelligence | 14. Product Advisory |
| 3. Business Opportunities Development | 15. Product Lifecycle Management |
| 4. Customer Behaviour Analysis | 16. Product Management |
| 5. Customer Management | 17. Product Performance Management |
| 6. Data Engineering | 18. Product Requirements |
| 7. Data Governance | 19. Product Strategy |
| 8. Data Modelling | 20. Prompt Engineering |
| 9. Data Privacy and Security | 21. Requirements Definition and Management |
| 10. Database Management | 22. Research and Information Synthesis |
| 11. Go-To-Market Strategy | 23. Solution Architecture |
| 12. Market Research and Analytics | 24. SQL/ Database Querying |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Product Management**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Portfolio Management	N/A - no additional certifications are mandatory for this role

2. Product Manager (Industry Vertical)

Additional Skills:	Additional Certifications:
Portfolio Management	N/A - no additional certifications are mandatory for this role

3. Product Strategy and Planning Manager

Additional Skills:	Additional Certifications:
Portfolio Management	N/A - no additional certifications are mandatory for this role

4. Cloud Product Manager

Additional Skills:	Additional Certifications:
• Cloud Computing • Cloud Security • Hybrid Cloud Networking	N/A - no additional certifications are mandatory for this role

5. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

6. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A - no additional certifications are mandatory for this role

10. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

11. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

12. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A – no additional certifications are mandatory for this role

14. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

15. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

16. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

17. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

18. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

20. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Data Privacy Manager

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

22. Corporate Communications Manager

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

23. Compliance Manager

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Solution Architect



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Design and govern scalable data solution architectures.

Key Activities

1. Design and define end-to-end data solution architectures, ensuring scalability, security, and alignment with business and product requirements.
2. Collaborate with product managers and business stakeholders to translate requirements into architectural blueprints and integration strategies.
3. Develop architecture standards and best practices for data modeling, storage, and processing across cloud and on-prem environments.
4. Ensure compliance with data governance, security, and regulatory frameworks throughout solution design and implementation.
5. Evaluate emerging technologies and tools to recommend optimal solutions for performance, cost-efficiency, and interoperability.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 13. Information Security |
| 2. Artificial Intelligence Application | 14. Infrastructure as Code (IaC) |
| 3. Artificial Intelligence Application in Product Development | 15. Product Design and Development |
| 4. Continuous Integration and Continuous Deployment (CI/CD) | 16. Product Lifecycle Management |
| 5. Data Engineering | 17. Product Management |
| 6. Data Governance | 18. Product Performance Management |
| 7. Data Modelling | 19. Product Requirements |
| 8. Data Privacy and Security | 20. Prompt Engineering |
| 9. Database Management | 21. Quality Assurance and Quality Control |
| 10. DevOps | 22. Requirements Definition and Management |
| 11. DevSecOps | 23. Solution Architecture |
| 12. Emerging Technology Monitoring | 24. SQL/ Database Querying |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Data Product Manager

Additional Skills:

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Data Product Development Specialist

Additional Skills:

- Data Visualisation and Storytelling
- Digital and Physical Prototyping
- New Product Introduction Management (NPI)

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)

Additional Skills:

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager

Additional Skills:

- Business Intelligence
- Business Opportunities Development
- Go-To-Market Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Experience Executive

Additional Skills:

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Knowledge - Product Launch Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Data Engineer

Additional Skills:	Additional Certifications:
• Data Wrangling • Database Design • Database Security	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

25. Data Modelling Specialist

Additional Skills:	Additional Certifications:
• Business Continuity Management • Business Needs Analysis • Business Process Management	N/A - no additional certifications are mandatory for this role

26. Data Scientist

Additional Skills:	Additional Certifications:
• Computational Modelling • Mathematical Concepts Application • Statistical Analytics	N/A - no additional certifications are mandatory for this role

27. AI and ML Engineer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Deployment • Artificial Intelligence Management • Artificial Intelligence Security	N/A - no additional certifications are mandatory for this role

28. AI Ethics Officer

Additional Skills:	Additional Certifications:
• Artificial Intelligence Ethics and Governance • Artificial Intelligence Management • Audit and Compliance Strategy Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Product Management



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Define and execute strategies for various products, ensuring they align with long-term business and product goals.

Key Activities

1. Define and execute the vision, strategy, and roadmap for the product portfolio.
2. Align all product strategies with business objectives and emerging market opportunities.
3. Conduct business performance reviews and optimize the commercial performance of product lines.
4. Drive pricing strategy, cost optimisation, and revenue growth initiatives.
5. Partner with technology, engineering, operations, and marketing teams to deliver cohesive, interoperable services.
6. Build and manage external partnerships and ecosystems to expand platform capabilities and market reach.
7. Monitor market and technology trends (e.g., 5G, AI, edge computing, API ecosystems) to identify opportunities for platform evolution.

Prime Skills

- | | |
|---|--|
| 1. Artificial Intelligence Application | 12. Portfolio Management |
| 2. Business Environment Analytics | 13. Product Advisory |
| 3. Business Intelligence | 14. Product Lifecycle Management |
| 4. Business Opportunities Development | 15. Product Management |
| 5. Continuous Improvement | 16. Product Performance Management |
| 6. Customer Management | 17. Product Strategy |
| 7. Emerging Technology Synthesis | 18. Prompt Engineering |
| 8. Go-To-Market Strategy | 19. Research and Information Synthesis |
| 9. Market Research and Analytics | 20. Strategy Development and Implementation Management |
| 10. New Product Introduction Management (NPI) | 21. Vendor Management |
| 11. People and Performance Management | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Compliance****Additional Skills:**

- Audit Management
- Compliance Reporting
- Knowledge of Legal and Compliance

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Head of Corporate Communications**Additional Skills:**

- Media Relation Management
- Public Relation Management
- Reputation Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Head of Data Privacy**Additional Skills:**

- Compliance Reporting
- Data Ethics
- Data Privacy and Security

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Head of ESG**Additional Skills:**

- Environment and Social Governance
- Sustainability Management
- Sustainable Business Practices

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Head of Regulatory and Governance**Additional Skills:**

- Regulatory Affairs
- Regulatory Compliance
- Regulatory Risk Assessment

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Risk

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

7. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
• Customer Experience Management • Process Re-engineering • Service Quality Management	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Mix Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

IaaS Product Development Specialist



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Design, develop and implement IaaS solutions that meet business and customer requirements.

Key Activities

1. Develop and implement IaaS components (compute, storage, networking) to support cloud-based product offerings.
2. Translate product requirements into technical specifications and ensure alignment with architecture standards.
3. Integrate automation, orchestration, and monitoring tools to optimize infrastructure provisioning and management.
4. Conduct performance testing and validation to ensure reliability, security, and compliance with industry standards.
5. Troubleshoot and resolve technical issues related to IaaS platforms and services.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 12. Market Research and Analytics |
| 2. Artificial Intelligence Application | 13. Network Automation |
| 3. Artificial Intelligence Application in Product Development | 14. Network Security |
| 4. Cloud Computing | 15. Network Virtualisation |
| 5. Containerisation and Orchestration | 16. Networking Fundamentals |
| 6. Continuous Integration and Continuous Deployment (CI/CD) | 17. New Product Introduction Management (NPI) |
| 7. DevOps | 18. Product Design and Development |
| 8. DevSecOps | 19. Product Lifecycle Management |
| 9. Digital and Physical Prototyping | 20. Product Management |
| 10. Emerging Technology Monitoring | 21. Product Performance Management |
| 11. Infrastructure as Code (IaC) | 22. Product Requirements |

23. Programming	27. Requirements Definition and Management
24. Coding and Scripting	28. Testing
25. Prompt Engineering	29. Version Control
26. Quality Assurance and Quality Control	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. IaaS Product Manager

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A – no additional certifications are mandatory for this role

2. IaaS Product Solution Architect

Additional Skills:	Additional Certifications:
Solution Architecture	N/A – no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A – no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager

Additional Skills:	Additional Certifications:
- Business Intelligence - Business Opportunities Development - Go-To-Market Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A - no additional certifications are mandatory for this role

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

24. Data Centre Network Engineer

Additional Skills:	Additional Certifications:
• Big Data Analytics • Network Configuration and Troubleshooting • Network Slicing	Cisco Certified Network Associate (CCNA)

25. Data Centre Operations Engineer

Additional Skills:	Additional Certifications:
• Building Management Systems (BMS) • Crisis Management • Data Centre Facilities Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

IaaS Product Manager



Infrastructure


Services


Support



Customer

Cluster



Product Management

Job Purpose



Define and execute the strategy, roadmap and lifecycle management for IaaS offerings.

Key Activities

1. Develop and own the product strategy and roadmap for IaaS services, including compute, storage, and networking components.
2. Conduct market research and competitive analysis to identify trends, customer requirements, and growth opportunities.
3. Gather and prioritize product requirements from stakeholders and customers to create clear specifications.
4. Collaborate with cross-functional teams to deliver high-quality IaaS solutions.
5. Monitor product performance and customer feedback, driving continuous improvement and innovation.
6. Develop go-to-market strategies and support product launches with marketing and sales enablement materials.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 13. Network Security |
| 2. Artificial Intelligence Application | 14. Networking Fundamentals |
| 3. Business Intelligence | 15. New Product Introduction Management (NPI) |
| 4. Business Opportunities Development | 16. Product Advisory |
| 5. Cloud Computing | 17. Product Lifecycle Management |
| 6. Customer Behaviour Analysis | 18. Product Management |
| 7. Customer Management | 19. Product Performance Management |
| 8. DevOps | 20. Product Requirements |
| 9. DevSecOps | 21. Product Strategy |
| 10. Emerging Technology Monitoring | 22. Prompt Engineering |
| 11. Go-To-Market Strategy | 23. Requirements Definition and Management |
| 12. Market Research and Analytics | 24. Research and Information Synthesis |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Product Management****Additional Skills:**

- Business Environment Analytics
- People and Performance Management
- Portfolio Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Product Manager (Industry Vertical)**Additional Skills:**

- Portfolio Management
- Solution Architecture

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Strategy and Planning Manager**Additional Skills:**

Portfolio Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. NaaS Product Manager**Additional Skills:**

N/A – no additional skills are required for this career mobility option

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. PaaS Product Manager**Additional Skills:**

- Containerisation and Orchestration
- Continuous Integration and Continuous Deployment (CI/CD)

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Cloud Product Manager

Additional Skills:	Additional Certifications:
• Cloud Security • Hybrid Cloud Networking	N/A - no additional certifications are mandatory for this role

7. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

13. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

15. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A – no additional certifications are mandatory for this role

16. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

17. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

19. Risk Manager

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

20. Government Affairs Manager

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	- Public Policy - Public Administration

21. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

22. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

23. Data Privacy Manager

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

25. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

IaaS Product Solution Architect



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Design and govern scalable solution architectures for IaaS offerings.

Key Activities

1. Design end-to-end IaaS solution architectures, covering compute, storage, networking, and virtualization components.
2. Collaborate with product managers, engineering teams, and stakeholders to translate business requirements into technical architecture and integration strategies.
3. Establish architecture standards and best practices for cloud infrastructure, automation, and orchestration.
4. Ensure compliance with security, governance, and regulatory frameworks, embedding resilience and disaster recovery into solution designs.
5. Evaluate emerging technologies and cloud platforms to recommend optimal solutions for scalability, performance, and cost-efficiency.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 12. Network Security |
| 2. Artificial Intelligence Application | 13. Network Virtualisation |
| 3. Artificial Intelligence Application in Product Development | 14. Networking Fundamentals |
| 4. Cloud Computing | 15. Product Lifecycle Management |
| 5. Containerisation and Orchestration | 16. Product Management |
| 6. Continuous Integration and Continuous Deployment (CI/CD) | 17. Product Performance Management |
| 7. DevOps | 18. Product Requirements |
| 8. DevSecOps | 19. Prompt Engineering |
| 9. Emerging Technology Monitoring | 20. Quality Assurance and Quality Control |
| 10. Infrastructure as Code (IaC) | 21. Requirements Definition and Management |
| 11. Network Automation | 22. Solution Architecture |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. IaaS Product Manager****Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. IaaS Product Development Specialist**Additional Skills:**

- Digital and Physical Prototyping
- New Product Introduction Management (NPI)
- Product Design and Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager**Additional Skills:**

- Business Intelligence
- Business Opportunities Development
- Go-To-Market Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Experience Executive**Additional Skills:**

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Knowledge - Product Launch Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Data Centre Network Engineer**Additional Skills:**

- Big Data Analytics
- Network Configuration and Troubleshooting
- Network Slicing

Additional Certifications:

Cisco Certified Network Associate (CCNA)

25. Data Centre Operations Engineer**Additional Skills:**

- Building Management Systems (BMS)
- Crisis Management
- Data Centre Facilities Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

NaaS Product Development Specialist



Infrastructure


Services


Support



Customer

Cluster



Product Management

Job Purpose



Develop and implement innovative NaaS products.

Key Activities

1. Design, develop, and launch innovative Network-as-a-Service (NaaS) products tailored to customer and market needs.
2. Work closely with network engineering and cloud teams to define scalable, secure, and flexible NaaS solutions.
3. Research industry trends, customer demands, and competitor offerings to shape product strategy and roadmaps.
4. Translate customer requirements into user-focused solutions with clear value propositions.
5. Manage the end-to-end lifecycle of NaaS offerings, from concept to launch and continuous improvement.
6. Define KPIs and collect feedback to evaluate product performance and guide future enhancement.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 12. Network Security |
| 2. Artificial Intelligence Application in Product Development | 13. Network Virtualisation |
| 3. Cloud Computing | 14. Networking Fundamentals |
| 4. Containerisation and Orchestration | 15. New Product Introduction Management (NPI) |
| 5. Continuous Integration and Continuous Deployment (CI/CD) | 16. Product Design and Development |
| 6. DevOps | 17. Product Lifecycle Management |
| 7. DevSecOps | 18. Product Management |
| 8. Digital and Physical Prototyping | 19. Product Performance Management |
| 9. Emerging Technology Monitoring | 20. Product Requirements |
| 10. Infrastructure as Code (IaC) | 21. Programming |
| 11. Network Automation | 22. Coding and Scripting |

23. Prompt Engineering	26. Testing
24. Quality Assurance and Quality Control	27. User Research
25. Requirements Definition and Management	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. NaaS Product Manager

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A – no additional certifications are mandatory for this role

2. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
Solution Architecture	N/A – no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)

Additional Skills:	Additional Certifications:
- Go-To-Market Strategy - Product Advisory - Product Strategy	N/A – no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager

Additional Skills:	Additional Certifications:
- Business Intelligence - Business Opportunities Development - Go-To-Market Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A - no additional certifications are mandatory for this role

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A - no additional certifications are mandatory for this role

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A - no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

24. Network Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting	Cisco Certified Network Associate (CCNA)

25. Network Automation Engineer

Additional Skills:	Additional Certifications:
• Network Optimisation • Network Orchestration and Automation • Network Slicing	Cisco Certified Network Associate (CCNA)

26. Network Security Engineer

Additional Skills:	Additional Certifications:
• Applied Encryption and Cryptography • Security Architecture • Threat Intelligence and Detection	• Cisco Certified Network Associate (CCNA) • Certified Network Professional (CCNP)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

NaaS Product Manager



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Manage the product strategy, roadmap and execution of NaaS platforms and services.

Key Activities

1. Define the product strategy, roadmap, and priorities for Network-as-a-Service platforms.
2. Manage cross-functional teams to deliver feature-rich, scalable NaaS solutions.
3. Gather customer feedback and market intelligence to guide product evolution.
4. Monitor KPIs and financial performance to ensure NaaS platform profitability.
5. Ensure compliance with regulatory standards and network security best practices.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Application | 13. Networking Fundamentals |
| 2. Business Intelligence | 14. New Product Introduction Management (NPI) |
| 3. Business Opportunities Development | 15. Product Advisory |
| 4. Cloud Computing | 16. Product Lifecycle Management |
| 5. Customer Behaviour Analysis | 17. Product Management |
| 6. Customer Management | 18. Product Performance Management |
| 7. DevOps | 19. Product Requirements |
| 8. DevSecOps | 20. Product Strategy |
| 9. Emerging Technology Monitoring | 21. Prompt Engineering |
| 10. Go-To-Market Strategy | 22. Requirements Definition and Management |
| 11. Market Research and Analytics | 23. Research and Information Synthesis |
| 12. Network Security | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Product Management****Additional Skills:**

- Business Environment Analytics
- People and Performance Management
- Portfolio Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Product Manager (Industry Vertical)**Additional Skills:**

- Portfolio Management
- Solution Architecture

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Strategy and Planning Manager**Additional Skills:**

Portfolio Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Cloud Product Manager**Additional Skills:**

- Cloud Security
- Hybrid Cloud Networking

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. IaaS Product Manager**Additional Skills:**

Application Programming Interface (API) Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. PaaS Product Manager

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Containerisation and Orchestration • Continuous Integration and Continuous Deployment (CI/CD)	N/A - no additional certifications are mandatory for this role

7. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

8. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

9. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

10. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

11. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

13. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

15. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A – no additional certifications are mandatory for this role

16. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

17. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

19. Risk Manager

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

20. Government Affairs Manager

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	- Public Policy - Public Administration

21. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

22. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

23. Data Privacy Manager

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

25. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

NaaS Product Solution Architect



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Design and govern secure, scalable, and innovative NaaS solution architectures that enable seamless network service delivery.

Key Activities

1. Design and define end-to-end NaaS solution architectures, ensuring scalability, security, and alignment with customer and business requirements.
2. Collaborate with cross-functional teams (product managers, network engineers, and operations) to translate business needs into architectural blueprints and integration strategies.
3. Establish architecture standards and best practices for automation, orchestration, and API-driven network service delivery.
4. Conduct architecture reviews and risk assessments to identify performance bottlenecks, reliability issues, and security vulnerabilities before deployment.
5. Evaluate emerging technologies and frameworks to recommend optimal solutions for cost-efficiency, interoperability, and innovation in NaaS offerings.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 12. Network Virtualisation |
| 2. Artificial Intelligence Application in Product Development | 13. Networking Fundamentals |
| 3. Cloud Computing | 14. Product Design and Development |
| 4. Containerisation and Orchestration | 15. Product Lifecycle Management |
| 5. Continuous Integration and Continuous Deployment (CI/CD) | 16. Product Management |
| 6. DevOps | 17. Product Performance Management |
| 7. DevSecOps | 18. Product Requirements |
| 8. Emerging Technology Monitoring | 19. Prompt Engineering |
| 9. Infrastructure as Code (IaC) | 20. Quality Assurance and Quality Control |
| 10. Network Automation | 21. Requirements Definition and Management |
| 11. Network Security | 22. Solution Architecture |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. NaaS Product Manager****Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. NaaS Product Development Specialist**Additional Skills:**

- Digital and Physical Prototyping
- New Product Introduction Management (NPI)
- User Research

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager**Additional Skills:**

- Business Intelligence
- Business Opportunities Development
- Go-To-Market Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Experience Executive**Additional Skills:**

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A - no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A - no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Knowledge - Product Launch Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Network Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

25. Network Automation Engineer

Additional Skills:	Additional Certifications:
• Network Optimisation • Network Orchestration and Automation • Network Slicing	Cisco Certified Network Associate (CCNA)

26. Network Security Engineer

Additional Skills:	Additional Certifications:
• Applied Encryption and Cryptography • Security Architecture • Threat Intelligence and Detection	• Cisco Certified Network Associate (CCNA) • Cisco Certified Network Professional (CCNP)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

PaaS Product Development Specialist



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Design, develop, and implement Platform-as-a-Service (PaaS) solutions that enable secure, scalable, and efficient application.

Key Activities

1. Develop and implement PaaS components, including application hosting environments, middleware, and integration services.
2. Translate product requirements into technical specifications and ensure alignment with architecture standards.
3. Collaborate with product managers, solution architects, and engineering teams to deliver robust and scalable PaaS solutions.
4. Integrate containerization, orchestration, and automation tools to optimize platform provisioning and management.
5. Implement CI/CD pipelines and DevOps practices to streamline deployment and updates.
6. Conduct performance testing and validation to ensure reliability, security, and compliance with industry standards.
7. Troubleshoot and resolve technical issues related to PaaS platforms and services.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 11. Market Research and Analytics |
| 2. Artificial Intelligence Application in Product Development | 12. Product Design and Development |
| 3. Cloud Computing | 13. Product Lifecycle Management |
| 4. Containerisation and Orchestration | 14. Product Management |
| 5. Continuous Integration and Continuous Deployment (CI/CD) | 15. Product Performance Management |
| 6. DevOps | 16. Product Requirements |
| 7. DevSecOps | 17. Programming |
| 8. Digital and Physical Prototyping | 18. Coding and Scripting |
| 9. Emerging Technology Monitoring | 19. Prompt Engineering |
| 10. Infrastructure as Code (IaC) | 20. Quality Assurance and Quality Control |

21. Requirements Definition and Management

23. Version Control

22. Testing

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. PaaS Product Manager****Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. PaaS Product Solution Architect**Additional Skills:**

Solution Architecture

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager**Additional Skills:**

- Business Intelligence
- Business Opportunities Development
- Go-To-Market Strategy

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Customer Experience Executive**Additional Skills:**

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Knowledge - Product Launch Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A - no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A - no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. DevOps Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Applications Development • Applications Integration	N/A - no additional certifications are mandatory for this role

25. DevSecOps Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Applications Development • Applications Integration	N/A - no additional certifications are mandatory for this role

26. Full Stack Developer

Additional Skills:	Additional Certifications:
• Agile Software Development • Software Development Lifecycle (SDLC) • Software Testing	N/A - no additional certifications are mandatory for this role

27. Software Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Software Development Lifecycle (SDLC) • Software Testing	N/A - no additional certifications are mandatory for this role

28. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Operating System • System Integration and Configuration • Troubleshooting	N/A - no additional certifications are mandatory for this role

29. Software Test Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • RCA & Corrective Action (RCCA) • Test Planning	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

PaaS Product Manager



Infrastructure


Services


Support



Customer

Cluster



Product Management

Job Purpose



Define and execute the strategy, roadmap, and lifecycle management for PaaS offerings.

Key Activities

1. Develop and own the product strategy and roadmap for PaaS services, including application hosting, middleware, and developer tools.
2. Conduct market research and competitive analysis to identify customer requirements, industry trends, and growth opportunities.
3. Gather and prioritize product requirements from stakeholders and customers to create clear specifications.
4. Monitor product performance and customer feedback, driving continuous improvement and innovation.
5. Develop go-to-market strategies and support product launches with marketing and sales enablement materials.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 13. Go-To-Market Strategy |
| 2. Artificial Intelligence Application | 14. Market Research and Analytics |
| 3. Business Intelligence | 15. New Product Introduction Management (NPI) |
| 4. Business Opportunities Development | 16. Product Advisory |
| 5. Cloud Computing | 17. Product Lifecycle Management |
| 6. Containerisation and Orchestration | 18. Product Management |
| 7. Continuous Integration and Continuous Deployment (CI/CD) | 19. Product Performance Management |
| 8. Customer Behaviour Analysis | 20. Product Requirements |
| 9. Customer Management | 21. Product Strategy |
| 10. DevOps | 22. Prompt Engineering |
| 11. DevSecOps | 23. Requirements Definition and Management |
| 12. Emerging Technology Monitoring | 24. Research and Information Synthesis |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Product Management****Additional Skills:**

- Business Environment Analytics
- People and Performance Management
- Portfolio Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Product Manager (Industry Vertical)**Additional Skills:**

- Portfolio Management
- Solution Architecture

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Strategy and Planning Manager**Additional Skills:**

Portfolio Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. IaaS Product Manager**Additional Skills:**

- Network Security
- Networking Fundamentals

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. NaaS Product Manager**Additional Skills:**

- Network Security
- Networking Fundamentals

Additional Certifications:

N/A – no additional certifications are mandatory for this role

6. Cloud Product Manager**Additional Skills:**

- Cloud Security
- Hybrid Cloud Networking

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Channel Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

8. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

9. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

10. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

11. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A – no additional certifications are mandatory for this role

12. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

15. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A – no additional certifications are mandatory for this role

16. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

17. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

18. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Manager

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

20. Government Affairs Manager

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	- Public Policy - Public Administration

21. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

22. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

23. Data Privacy Manager

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A – no additional certifications are mandatory for this role

24. Corporate Communications Manager

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

PaaS Product Solution Architect



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Design and govern scalable solution architectures for PaaS offerings.

Key Activities

1. Design end-to-end PaaS solution architectures, covering application hosting, middleware, containerization, and orchestration components.
2. Collaborate with product managers, engineering teams, and stakeholders to translate business and technical requirements into architectural blueprints and integration strategies.
3. Establish architecture standards and best practices for cloud-native application development, CI/CD pipelines, and API-driven integration.
4. Ensure compliance with security, governance, and regulatory frameworks, embedding resilience and disaster recovery into solution designs.
5. Evaluate emerging technologies and frameworks to recommend optimal solutions for scalability, performance, and cost-efficiency.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 10. Infrastructure as Code (IaC) |
| 2. Artificial Intelligence Application | 11. Product Lifecycle Management |
| 3. Artificial Intelligence Application in Product Development | 12. Product Management |
| 4. Cloud Computing | 13. Product Performance Management |
| 5. Containerisation and Orchestration | 14. Product Requirements |
| 6. Continuous Integration and Continuous Deployment (CI/CD) | 15. Prompt Engineering |
| 7. DevOps | 16. Quality Assurance and Quality Control |
| 8. DevSecOps | 17. Requirements Definition and Management |
| 9. Emerging Technology Monitoring | 18. Solution Architecture |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. PaaS Product Manager****Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. PaaS Product Development Specialist**Additional Skills:**

- Digital and Physical Prototyping
- Product Design and Development
- Version Control

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager**Additional Skills:**

- Business Intelligence
- Business Opportunities Development
- Go-To-Market Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Experience Executive**Additional Skills:**

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Knowledge - Product Launch Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A – no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A – no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A – no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. DevOps Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Applications Development • Applications Integration	N/A – no additional certifications are mandatory for this role

25. DevSecOps Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Applications Development • Applications Integration	N/A – no additional certifications are mandatory for this role

26. Full Stack Developer

Additional Skills:	Additional Certifications:
• Agile Software Development • Software Development Lifecycle (SDLC) • Software Testing	N/A – no additional certifications are mandatory for this role

27. Software Engineer

Additional Skills:	Additional Certifications:
• Agile Software Development • Software Development Lifecycle (SDLC) • Software Testing	N/A – no additional certifications are mandatory for this role

28. Software Technology Platform Engineer

Additional Skills:	Additional Certifications:
• Operating System • System Integration and Configuration • Troubleshooting	N/A – no additional certifications are mandatory for this role

29. Software Test Engineer

Additional Skills:	Additional Certifications:
• Firmware Testing and Validation • RCA & Corrective Action (RCCA) • Test Planning	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Product Analyst			
			
Infrastructure	Services	Support	Customer
Cluster	Product Management		
Job Purpose	Analyse market trends and user needs to provide data-driven insights for product development and decision-making.		
Key Activities			
1. Translate stakeholder needs into actionable product requirements using customer journeys and user stories. 2. Analyse market and user research data to inform product-market fit and strategy. 3. Design and execute qualitative and quantitative research (e.g., usability testing, A/B testing). 4. Develop frameworks and roadmaps for user research and data-driven product evaluation. 5. Collaborate cross-functionally to integrate insights into design and development. 6. Conduct and analyse User Acceptance Testing to ensure product quality and usability. 7. Build dashboards and reports to communicate findings and support strategic decisions.			
Prime Skills			
1. Artificial Intelligence Application		8. Product Performance Management	
2. Customer Behaviour Analysis		9. Prompt Engineering	
3. Customer Experience Management		10. SQL/ Database Querying	
4. Data Collection and Analytics		11. Statistical Analytics	
5. Data Visualisation and Storytelling		12. Testing	
6. Market Research and Analytics		13. User Research	
7. Product Advisory			
Certification(s)			
N/A - no certifications are mandatory for this role			

CAREER MOBILITY OPTIONS**1. Cloud Product Development Specialist**

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Cloud Computing • Cloud Security	N/A – no additional certifications are mandatory for this role

2. Cloud Product Solution Architect

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Cloud Computing • Cloud Security	N/A – no additional certifications are mandatory for this role

3. Data Product Development Specialist

Additional Skills:	Additional Certifications:
• Data Engineering • Data Governance • Data Modelling	N/A – no additional certifications are mandatory for this role

4. Data Solution Architect

Additional Skills:	Additional Certifications:
• Data Engineering • Data Governance • Data Modelling	N/A – no additional certifications are mandatory for this role

5. IaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

6. IaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Product Design and Development • Product Lifecycle Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. NaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Network Automation • Network Security • Network Virtualisation	N/A – no additional certifications are mandatory for this role

8. NaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Network Automation • Network Security • Network Virtualisation	N/A – no additional certifications are mandatory for this role

9. PaaS Product Development Specialist

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Artificial Intelligence Application in Product Development • Cloud Computin	N/A – no additional certifications are mandatory for this role

10. PaaS Product Solution Architect

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Artificial Intelligence Application in Product Development • Cloud Computin	N/A – no additional certifications are mandatory for this role

11. Security Product Development Specialist

Additional Skills:	Additional Certifications:
• Threat Analysis and Defence • Threat Intelligence and Detection • Vulnerability Assessment and Penetration Testing	N/A – no additional certifications are mandatory for this role

12. Security Product Solution Architect

Additional Skills:	Additional Certifications:
• Threat Analysis and Defence • Threat Intelligence and Detection • Vulnerability Assessment and Penetration Testing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Profiling • Predictive Modelling • Requirements Definition and Management	N/A – no additional certifications are mandatory for this role

14. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A – no additional certifications are mandatory for this role

15. Data Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Data Governance • Data Wrangling	Azure Cloud Certification/ AWS Cloud Services/ Google Cloud

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Product Manager (Industry Vertical)



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Lead the strategy, development, and delivery of enterprise products tailored to key industry verticals.

Key Activities

1. Develop product roadmaps tailored to specific industry verticals such as healthcare, manufacturing, or finance.
2. Translate market and customer requirements into viable telecom solutions.
3. Collaborate with engineering, marketing, and sales teams to deliver targeted products.
4. Monitor industry trends and regulatory changes impacting product development.
5. Drive product launches, adoption, and lifecycle management strategies.

Prime Skills

- | | |
|--|--|
| 1. Artificial Intelligence Application | 11. Product Lifecycle Management |
| 2. Business Intelligence | 12. Product Management |
| 3. Business Opportunities Development | 13. Product Performance Management |
| 4. Customer Behaviour Analysis | 14. Product Requirements |
| 5. Customer Management | 15. Product Strategy |
| 6. Go-To-Market Strategy | 16. Prompt Engineering |
| 7. Market Research and Analytics | 17. Requirements Definition and Management |
| 8. New Product Introduction Management (NPI) | 18. Research and Information Synthesis |
| 9. Portfolio Management | 19. Solution Architecture |
| 10. Product Advisory | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Product Management**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Portfolio Management	N/A – no additional certifications are mandatory for this role

2. Product Strategy and Planning Manager

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

3. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

4. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

5. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

6. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A – no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A – no additional certifications are mandatory for this role

12. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

14. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

15. Risk Manager

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

16. Government Affairs Manager

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	- Public Policy - Public Administration

17. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

18. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

20. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

21. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Industry Vertical Solution Architect



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Design and deliver scalable telecommunication products and services.

Key Activities

1. Design and deliver end-to-end solution architectures for telecom products and services, ensuring alignment with customer requirements and business objectives.
2. Leverage industry knowledge and emerging technologies to create innovative, scalable, and secure solution designs.
3. Collaborate with product development, engineering, and pre-sales teams to validate solution feasibility and finalize architecture.
4. Conduct technical assessments and proof-of-concepts to ensure solutions meet performance, interoperability, and compliance standards.
5. Identify potential risks and security vulnerabilities in solution designs and recommend mitigation strategies.
6. Advise on cost-effective technology stacks, integration approaches, and deployment models, working closely with operations and delivery teams.

Prime Skills

- | | |
|---|--|
| 1. Artificial Intelligence Application | 8. Product Requirements |
| 2. Artificial Intelligence Application in Product Development | 9. Prompt Engineering |
| 3. Cloud Computing | 10. Quality Assurance and Quality Control |
| 4. Product Design and Development | 11. Requirements Definition and Management |
| 5. Product Lifecycle Management | 12. Security Architecture |
| 6. Product Management | 13. Solution Architecture |
| 7. Product Performance Management | 14. System Integration and Configuration |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

2. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

3. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

4. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

5. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

6. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A – no additional certifications are mandatory for this role

8. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

9. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

10. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

11. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A – no additional certifications are mandatory for this role

12. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

14. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

15. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

16. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

17. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

18. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A - no additional certifications are mandatory for this role

20. Product Manager (Industry Vertical)

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Product Advisory • Product Strategy	N/A - no additional certifications are mandatory for this role

21. Product Strategy and Planning Manager

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • New Product Introduction Management (NPI) • Portfolio Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Product Strategy and Planning Manager



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Define and drive the strategic vision and execution of telecommunication products, ensuring they meet customer needs and align with business objectives.

Key Activities

1. Define and execute the product strategy and roadmap for telecom products, including mobile, broadband etc.
2. Conduct market research and competitive analysis to identify customer needs and market trends.
3. Collaborate with cross-functional teams, including engineering, marketing, sales, and customer support, to ensure successful product launches and ongoing enhancements.
4. Gather and prioritize product requirements from stakeholders and customers to create clear product specifications.
5. Monitor product performance and customer feedback to drive continuous improvement and innovation.
6. Develop go-to-market strategies and marketing collateral to support product launches.
7. Manage the product lifecycle from concept to launch, ensuring alignment with business objectives.

Prime Skills

- | | |
|--|--|
| 1. Artificial Intelligence Application | 10. Product Advisory |
| 2. Business Intelligence | 11. Product Lifecycle Management |
| 3. Business Opportunities Development | 12. Product Management |
| 4. Customer Behaviour Analysis | 13. Product Performance Management |
| 5. Customer Management | 14. Product Requirements |
| 6. Go-To-Market Strategy | 15. Product Strategy |
| 7. Market Research and Analytics | 16. Prompt Engineering |
| 8. New Product Introduction Management (NPI) | 17. Requirements Definition and Management |
| 9. Portfolio Management | 18. Research and Information Synthesis |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Product Management**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Portfolio Management	N/A – no additional certifications are mandatory for this role

2. Product Manager (Industry Vertical)

Additional Skills:	Additional Certifications:
Solution Architecture	N/A – no additional certifications are mandatory for this role

3. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

4. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

5. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

6. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A – no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A – no additional certifications are mandatory for this role

12. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

14. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

15. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

16. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

17. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

18. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

20. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

21. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Security Product Development Specialist



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Build and enhance cybersecurity products by turning security requirements into secure, reliable, and user-friendly software features.

Key Activities

1. Develop and implement product features for cybersecurity solutions, focusing on functionality, usability, and security.
2. Translate product requirements and security specifications into software design and code.
3. Collaborate with product engineers on architecture, integration, and technical feasibility.
4. Conduct unit testing, debugging, and performance optimization to ensure product reliability and resilience.
5. Document development processes, code standards, and technical specifications.
6. Stay updated on cybersecurity trends, tools, and frameworks to enhance product capabilities.
7. Support issue resolution and feature updates throughout the product lifecycle.

Prime Skills

- | | |
|---|--|
| 1. Artificial Intelligence Application in Product Development | 12. Product Performance Management |
| 2. Cloud Security | 13. Product Requirements |
| 3. Cybersecurity Management | 14. Prompt Engineering |
| 4. Data Privacy and Security | 15. Quality Assurance and Quality Control |
| 5. DevSecOps | 16. Requirements Definition and Management |
| 6. Emerging Technology Monitoring | 17. Security Information and Event Management (SIEM) |
| 7. Network Security | 18. Software Design and Development |
| 8. New Product Introduction Management | 19. Testing |
| 9. Product Design and Development | 20. Threat Analysis and Defence |
| 10. Product Lifecycle Management | 21. Threat Intelligence and Detection |
| 11. Product Management | 22. Vulnerability Assessment and Penetration Testing |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Security Product Solution Architect****Additional Skills:**

- Security Architecture
- Solution Architecture

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Security Product Manager**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager**Additional Skills:**

- Business Intelligence
- Business Opportunities Development
- Go-To-Market Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Experience Executive**Additional Skills:**

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Knowledge - Product Launch Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A – no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Cybersecurity Engineer

Additional Skills:	Additional Certifications:
• Applied Encryption and Cryptography • Cyber and Data Breach Incident Management • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

25. SOC Engineer

Additional Skills:	Additional Certifications:
• Cyber and Data Breach Incident Management • Incident Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Security Product Manager



Infrastructure



Services



Support



Customer

Cluster



Product Management

Job Purpose



Drive strategy, development, and lifecycle management of security products and solutions.

Key Activities

1. Define product strategy, vision, and roadmap for cybersecurity solutions.
2. Collaborate with engineering, sales, and compliance teams to prioritize security features.
3. Analyse market trends and customer needs to evolve security product offerings.
4. Oversee product lifecycle from concept through decommissioning.
5. Ensure product compliance with security regulations and performance benchmarks.

Prime Skills

- | | |
|--|--|
| 1. Artificial Intelligence Application | 13. Network Security |
| 2. Business Intelligence | 14. New Product Introduction Management Product Advisory |
| 3. Business Opportunities Development | 15. Product Lifecycle Management |
| 4. Cloud Security | 16. Product Management |
| 5. Customer Behaviour Analysis | 17. Product Performance Management |
| 6. Customer Management | 18. Product Requirements |
| 7. Cybersecurity Management | 19. Product Strategy |
| 8. Data Privacy and Security | 20. Prompt Engineering |
| 9. DevSecOps | 21. Requirements Definition and Management |
| 10. Emerging Technology Monitoring | 22. Research and Information Synthesis |
| 11. Go-To-Market Strategy | 23. Threat Intelligence and Detection |
| 12. Market Research and Analytics | 24. Troubleshooting |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Product Management****Additional Skills:**

- Business Environment Analytics
- People and Performance Management
- Portfolio Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Product Manager (Industry Vertical)**Additional Skills:**

- Portfolio Management
- Solution Architecture

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Strategy and Planning Manager**Additional Skills:**

- Portfolio Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Channel Sales Manager**Additional Skills:**

- Account Management
- Sales Strategy and Execution
- Sales Target Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Distribution Sales Manager**Additional Skills:**

- Account Management
- Sales Strategy and Execution
- Sales Target Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

7. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

8. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A – no additional certifications are mandatory for this role

9. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

11. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Pricing Strategy • Product Knowledge • Product Launch Management	N/A – no additional certifications are mandatory for this role

13. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

14. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

15. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

16. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

17. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	• Public Policy • Public Administration

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

19. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

20. Data Privacy Manager

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A – no additional certifications are mandatory for this role

21. Corporate Communications Manager

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A – no additional certifications are mandatory for this role

22. Compliance Manager

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Security Product Solution Architect



Infrastructure


Services


Support



Customer

Cluster



Product Management

Job Purpose



Design and govern scalable security solution architecture for telecommunication products and services.

Key Activities

1. Design and define end-to-end security solution architectures for telecom infrastructures, ensuring scalability, compliance, and alignment with business objectives.
2. Collaborate with product managers and stakeholders to translate security requirements into architectural frameworks and integration strategies.
3. Establish security architecture standards and best practices, covering identity management, encryption, and threat mitigation across products and platforms.
4. Conduct architecture reviews and risk assessments to identify vulnerabilities and ensure resilience against emerging threats.
5. Evaluate and recommend security technologies and frameworks, ensuring interoperability and cost-effectiveness.

Prime Skills

- | | |
|---|--|
| 1. Artificial Intelligence Application in Product Development | 12. Product Requirements |
| 2. Cloud Security | 13. Prompt Engineering |
| 3. Cybersecurity Management | 14. Quality Assurance and Quality Control |
| 4. Data Privacy and Security | 15. Requirements Definition and Management |
| 5. DevSecOps | 16. Security Architecture |
| 6. Emerging Technology Monitoring | 17. Security Information and Event Management (SIEM) |
| 7. Network Security | 18. Software Design and Development |
| 8. Product Design and Development | 19. Solution Architecture |
| 9. Product Lifecycle Management | 20. Threat Analysis and Defence |
| 10. Product Management | 21. Threat Intelligence and Detection |
| 11. Product Performance Management | 22. Vulnerability Assessment and Penetration Testing |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Security Product Manager****Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Security Product Development Specialist**Additional Skills:**

- New Product Introduction Management (NPI)
- Testing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Manager (Industry Vertical)**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Product Strategy and Planning Manager**Additional Skills:**

- Business Intelligence
- Business Opportunities Development
- Go-To-Market Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Customer Experience Executive**Additional Skills:**

- Customer Experience Management
- Customer Management
- Process Re-engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

7. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

8. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Pricing Strategy - Product Knowledge - Product Launch Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

13. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

14. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

15. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A – no additional certifications are mandatory for this role

16. Distribution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit Management - Compliance Reporting - Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A – no additional certifications are mandatory for this role

19. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A – no additional certifications are mandatory for this role

20. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

21. Government Affairs Executive

Additional Skills:	Additional Certifications:
- Knowledge of Regulatory - Legal and Regulatory Research - Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

22. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

23. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Cybersecurity Engineer

Additional Skills:	Additional Certifications:
• Applied Encryption and Cryptography • Cyber and Data Breach Incident Management • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

25. SOC Engineer

Additional Skills:	Additional Certifications:
• Cyber and Data Breach Incident Management • Incident Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cybersecurity Engineer



Infrastructure



Services



Support



Customer

Cluster



Security Services

Job Purpose



Design, implement and manage robust cybersecurity measures across the telecommunication ecosystem.

Key Activities

1. Design and implement security architectures to protect telecom network infrastructure and digital assets.
2. Deploy and configure security solutions such as firewalls, IDS/IPS, endpoint protection, and encryption technologies.
3. Conduct vulnerability assessments, penetration testing, and remediation planning to address identified risks.
4. Ensure secure configurations, patch management, and system hardening to minimize vulnerabilities
5. Manage security incident detection, response, and forensic analysis in accordance with established protocols.
6. Monitor evolving threat landscapes and continuously update security controls and defense strategies.

Prime Skills

- | | |
|--|--|
| 1. Applied Encryption and Cryptography | 12. Network Security |
| 2. Artificial Intelligence Application | 13. Operating System |
| 3. Cloud Security | 14. Prompt Engineering |
| 4. Cyber and Data Breach Incident Management | 15. Regulatory Compliance |
| 5. Cyber Risk Management | 16. Security Architecture |
| 6. Cybersecurity Management | 17. Security Awareness |
| 7. DevSecOps | 18. Security Monitoring |
| 8. Emerging Technology Monitoring | 19. Security Strategy |
| 9. Incident Management | 20. Threat Analysis and Defence |
| 10. Infrastructure Design | 21. Threat Intelligence and Detection |
| 11. Infrastructure Development | 22. Vulnerability Assessment and Penetration Testing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. SOC Engineer**

Additional Skills:	Additional Certifications:
• Security Information and Event Management (SIEM) • Security Programme Management • Threat and Vulnerability Management	N/A – no additional certifications are mandatory for this role

2. Cybersecurity Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

3. SOC Manager

Additional Skills:	Additional Certifications:
• Security Governance • Security Programme Management • Threat and Vulnerability Management	N/A – no additional certifications are mandatory for this role

4. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

5. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

6. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

8. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

9. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A – no additional certifications are mandatory for this role

10. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

11. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

12. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Customer Management • Product Demonstration • Technical Presentation	N/A – no additional certifications are mandatory for this role

14. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

15. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

16. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

17. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

18. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

20. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

21. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

22. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cybersecurity Manager



Infrastructure



Services



Support



Customer

Cluster



Security Services

Job Purpose



Lead the organisation's cybersecurity strategy and governance to protect networks, cloud environment and digital assets.

Key Activities

1. Define and implement the organization's cybersecurity strategy aligned with business objectives.
2. Establish security policies, standards, and frameworks for enterprise and cloud environments.
3. Oversee deployment and integration of security technologies across networks, systems, and cloud platforms.
4. Conduct cyber risk assessments and translate findings into actionable security programs.
5. Ensure compliance with regulatory requirements and industry best practices.
6. Direct incident response, forensic investigations, and crisis management activities.
7. Monitor threat intelligence and drive continuous improvement of security posture.

Prime Skills

- | | |
|--|--|
| 1. Applied Encryption and Cryptography | 14. Network Security |
| 2. Artificial Intelligence Application | 15. Operating System |
| 3. Business Environment Analytics | 16. People and Performance Management |
| 4. Business Intelligence | 17. Prompt Engineering |
| 5. Cloud Security | 18. Regulatory Compliance |
| 6. Cyber and Data Breach Incident Management | 19. Security Architecture |
| 7. Cyber Risk Management | 20. Security Awareness |
| 8. Cybersecurity Management | 21. Security Monitoring |
| 9. DevSecOps | 22. Security Strategy |
| 10. Emerging Technology Monitoring | 23. Strategy Development and Implementation Management |
| 11. Incident Management | 24. Threat Analysis and Defence |
| 12. Infrastructure Design | 25. Threat Intelligence and Detection |
| 13. Infrastructure Development | 26. Vulnerability Assessment and Penetration Testing |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. SOC Manager****Additional Skills:**

- Security Governance
- Security Programme Management
- Threat and Vulnerability Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Security Product Manager**Additional Skills:**

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Risk Manager**Additional Skills:**

- Enterprise Risk Management
- Regulatory Risk Assessment
- Risk Reporting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Government Affairs Manager**Additional Skills:**

- Knowledge of Regulatory
- Legal and Regulatory Research
- Policy Analysis and Development

Additional Certifications:

- Public Policy
- Public Administration

5. Policy and Regulatory Affairs Manager**Additional Skills:**

- Regulatory Affairs
- Regulatory Compliance
- Regulatory Risk Assessment

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

7. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

8. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

9. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cybersecurity Support Engineer



Infrastructure



Services



Support



Customer

Cluster



Security Services

Job Purpose



Assist in securing networks and systems by implementing security measures, and ensuring policy compliance.

Key Activities

1. Assist in identifying security vulnerabilities and incidents across networked systems.
2. Implement and maintain endpoint security, firewalls, and intrusion prevention mechanisms.
3. Support compliance initiatives by enforcing security policies, standards, and awareness training.
4. Respond to security alerts, conduct initial investigations, and escalate critical incidents as needed.
5. Maintain documentation of system security configurations, incident reports, and remediation activities.

Prime Skills

- | | |
|--|--|
| 1. Artificial Intelligence Application | 8. Network Security |
| 2. Cloud Security | 9. Operating System |
| 3. Cyber Risk Management | 10. Prompt Engineering |
| 4. Cybersecurity Management | 11. Security Awareness |
| 5. Emerging Technology Monitoring | 12. Security Monitoring |
| 6. Incident Management | 13. Threat Intelligence and Detection |
| 7. Network Security | 14. Vulnerability Assessment and Penetration Testing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. SOC Analyst**

Additional Skills:	Additional Certifications:
• Security Administration • Security Information and Event Management (SIEM) • Threat Analysis and Defence	N/A - no additional certifications are mandatory for this role

2. Cybersecurity Engineer

Additional Skills:	Additional Certifications:
• Security Architecture • Security Strategy • Threat Analysis and Defence	N/A - no additional certifications are mandatory for this role

3. SOC Engineer

Additional Skills:	Additional Certifications:
• Security Information and Event Management (SIEM) • Threat Analysis and Defence • Threat and Vulnerability Management	N/A - no additional certifications are mandatory for this role

4. Application Support Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Applications Support and Enhancement • Configuration Management	N/A - no additional certifications are mandatory for this role

5. IoT Support Engineer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Cloud Computing • Embedded Systems Integration	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. System Support Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • System Integration and Configuration • System Performance Management	N/A – no additional certifications are mandatory for this role

7. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Customer Experience Management • Customer Profiling	N/A – no additional certifications are mandatory for this role

8. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

SOC Analyst



Infrastructure



Services



Support



Customer

Cluster



Security Services

Job Purpose



Monitor, analyse and respond to security threats and incidents in a SOC.

Key Activities

1. Monitor the SIEM for suspicious events and anomalous activity.
2. Perform initial triage and validation of security alerts and determine their severity and impact.
3. Provide first level response for security events.
4. Investigate phishing emails, malware infections, brute force attempts, insider threats, and other common attacks.
5. Document all activities, findings, and resolution steps in case management systems.
6. Collaborate with IT, security engineers, and other business units during incident investigations.

Prime Skills

- | | |
|--|--|
| 1. Cyber and Data Breach Incident Management | 8. Security Administration |
| 2. Cyber Forensics | 9. Security Awareness |
| 3. Cybersecurity Management | 10. Security Information and Event Management (SIEM) |
| 4. Incident Management | 11. Security Monitoring |
| 5. Network Security | 12. Threat Analysis and Defence |
| 6. Operating System | 13. Threat Intelligence and Detection |
| 7. Prompt Engineering | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Cybersecurity Support Engineer

Additional Skills:	Additional Certifications:
• Cloud Security • Cyber Risk Management • Vulnerability Assessment and Penetration Testing	N/A - no additional certifications are mandatory for this role

2. Cybersecurity Engineer

Additional Skills:	Additional Certifications:
• Security Architecture • Security Strategy • Vulnerability Assessment and Penetration Testing	N/A - no additional certifications are mandatory for this role

3. SOC Engineer

Additional Skills:	Additional Certifications:
• Security Programme Management • Threat and Vulnerability Management • Vulnerability Assessment and Penetration Testing	N/A - no additional certifications are mandatory for this role

4. OSS Analyst

Additional Skills:	Additional Certifications:
• Data Collection and Analytics • Database Management • Operational Support Systems Management (OSS)	N/A - no additional certifications are mandatory for this role

5. BSS Analyst

Additional Skills:	Additional Certifications:
• Business Support Systems (BSS) • Data Collection and Analytics • Database Management	N/A - no additional certifications are mandatory for this role

6. Product Analyst

Additional Skills:	Additional Certifications:
• Artificial Intelligence Application • Product Advisory • Product Performance Management • User Research	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer and Market Insights Analyst

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Customer Experience Management • Customer Profiling	N/A – no additional certifications are mandatory for this role

8. Customer Service Representative

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Management • Service Excellence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

SOC Engineer



Infrastructure



Services



Support



Customer

Cluster



Security Services

Job Purpose



Build and optimise security systems to protect against threats and support incident response.

Key Activities

1. Design and maintain the organization's security infrastructure and architecture.
2. Evaluate, test, and implement security tools and solutions.
3. Monitor and improve the performance and effectiveness of security technologies.
4. Conduct threat Modelling and participate in security reviews of systems and applications.
5. Stay current with emerging security threats, vulnerabilities, and technology trends.
6. Assist with incident response and forensic analysis as needed.

Prime Skills

- | | |
|--|--|
| 1. Cloud Security | 12. Security Architecture |
| 2. Cyber and Data Breach Incident Management | 13. Security Assessment and Testing |
| 3. Cybersecurity Management | 14. Security Awareness |
| 4. Incident Management | 15. Security Governance |
| 5. Infrastructure Development | 16. Security Information and Event Management (SIEM) |
| 6. Infrastructure Support | 17. Security Monitoring |
| 7. Network Security | 18. Security Programme Management |
| 8. Operating System | 19. Threat Analysis and Defence |
| 9. Prompt Engineering | 20. Threat and Vulnerability Management |
| 10. RCA & Corrective Action (RCCA) | 21. Threat Intelligence and Detection |
| 11. Security Administration | 22. Vulnerability Assessment and Penetration Testing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Cybersecurity Manager**

Additional Skills:	Additional Certifications:
• DevSecOps • Security Strategy • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

2. SOC Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Security Strategy	N/A - no additional certifications are mandatory for this role

3. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A - no additional certifications are mandatory for this role

5. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

6. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

8. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A – no additional certifications are mandatory for this role

9. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

10. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

11. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

12. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Customer Management - Product Demonstration - Technical Presentation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

14. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Process Re-engineering	N/A – no additional certifications are mandatory for this role

15. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

16. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Media Relation Management • Public Relation Management • Reputation Management	N/A – no additional certifications are mandatory for this role

17. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

18. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Legal and Regulatory Research • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

20. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

21. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

SOC Manager



Infrastructure



Services



Support



Customer

Cluster



Security Services

Job Purpose



Oversee the SOC, manage incident response and conduct vulnerability assessments to protect networks, data, and infrastructure.

Key Activities

1. Manage the daily operations of the security operations center (SOC) and vulnerability assessment activities.
2. Lead incident detection, response, escalation, and reporting processes.
3. Conduct vulnerability assessments and penetration testing across telecom systems.
4. Develop and maintain security metrics, dashboards, and incident reports for executive review.
5. Ensure SOC compliance with organizational cybersecurity policies and external regulations.

Prime Skills

- | | |
|--|-------------------------------------|
| 1. Business Environment Analytics | 13. Process Automation |
| 2. Business Intelligence | 14. RCA & Corrective Action (RCCA) |
| 3. Cloud Security | 15. Resource Management |
| 4. Cyber and Data Breach Incident Management | 16. Risk Governance |
| 5. Cybersecurity Management | 17. Risk Management |
| 6. Incident Management | 18. Security Administration |
| 7. Information Security | 19. Security Architecture |
| 8. Infrastructure Development | 20. Security Assessment and Testing |
| 9. Infrastructure Support | 21. Security Awareness |
| 10. Network Security | 22. Security Governance |
| 11. Operating System | 23. Security Monitoring |
| 12. People and Performance Management | 24. Security Programme Management |

25. Security Strategy

28. Threat Intelligence and Detection

26. Threat Analysis and Defence

29. Vulnerability Assessment and Penetration Testing

27. Threat and Vulnerability Management

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Cybersecurity Manager

Additional Skills:

- Applied Encryption and Cryptography
- Cyber Risk Management
- DevSecOps

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Security Product Manager

Additional Skills:

- Go-To-Market Strategy
- Product Advisory
- Product Strategy

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Risk Manager

Additional Skills:

- Enterprise Risk Management
- Regulatory Risk Assessment
- Risk Reporting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Government Affairs Manager

Additional Skills:

- Knowledge of Regulatory
- Legal and Regulatory Research
- Policy Analysis and Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
- Regulatory Affairs - Regulatory Compliance - Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

6. ESG Manager

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

7. Data Privacy Manager

Additional Skills:	Additional Certifications:
- Compliance Reporting - Data Ethics - Data Privacy and Security	N/A – no additional certifications are mandatory for this role

8. Corporate Communications Manager

Additional Skills:	Additional Certifications:
- Media Relation Management - Public Relation Management - Reputation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Compliance Executive



Infrastructure



Services



Support



Customer

Cluster



Compliance

Job Purpose



Support the compliance function by executing regulatory and licensing activities.

Key Activities

1. Prepare and maintain documentation for regulatory approvals, certifications, licenses, and compliance reports.
2. Maintain accurate and up-to-date compliance records, registers, and regulatory submissions.
3. Coordinate with internal teams to collect compliance information and supporting evidence.
4. Track compliance status for cybersecurity and information security certifications and escalate gaps or issues.
5. Monitor changes in regulatory requirements and flag potential impacts.

Prime Skills

- | | |
|--|--------------------------------------|
| 1. Audit and Compliance Strategy Development | 5. Information Security |
| 2. Audit Management | 6. Knowledge of Legal and Compliance |
| 3. Compliance Reporting | 7. Prompt Engineering |
| 4. Data Privacy and Security | 8. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Compliance Manager**

Additional Skills:	Additional Certifications:
• Corporate Governance • People and Performance Management • Risk Governance	N/A – no additional certifications are mandatory for this role

2. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

3. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Data Ethics • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

4. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

5. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Policy Analysis and Development • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

6. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Risk Executive

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A – no additional certifications are mandatory for this role

8. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A – no additional certifications are mandatory for this role

12. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Compliance Manager



Infrastructure



Services



Support



Customer

Cluster



Compliance

Job Purpose



Monitor and enforce compliance with regulatory requirements and internal policies, conduct audits, and provide guidance to ensure adherence to legal and ethical standards.

Key Activities

1. Prepare, submit, and manage documentation required for regulatory approvals, including certifications, licenses, and compliance reports for telecommunications products and services.
2. Maintain accurate and up-to-date compliance records and regulatory submissions.
3. Coordinate with external regulatory bodies and represent the company in compliance discussions and reporting obligations.
4. Manage and negotiate access and interconnection agreements with other service providers, ensuring compliance with regulations, fair competition policies, and commercial frameworks.
5. Track and ensure compliance with cybersecurity and information security certifications, coordinating with the cybersecurity team to verify adherence to internal and external security standards.
6. Identify compliance risks and support enterprise risk management initiatives by developing and implementing mitigation strategies.
7. Ensure the company operates in accordance with all applicable licensing, legal, and regulatory requirements.

Prime Skills

- | | |
|--|--------------------------------------|
| 1. Audit and Compliance Strategy Development | 7. Knowledge of Legal and Compliance |
| 2. Audit Management | 8. People and Performance Management |
| 3. Compliance Reporting | 9. Prompt Engineering |
| 4. Corporate Governance | 10. Risk Governance |
| 5. Data Privacy and Security | 11. Vendor Management |
| 6. Information Security | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Compliance**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

2. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

3. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Regulatory Compliance	N/A - no additional certifications are mandatory for this role

4. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

5. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Policy Analysis and Development • Regulatory Risk Assessment	• Public Policy • Public Administration

6. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Risk Manager

Additional Skills:	Additional Certifications:
- Regulatory Risk Assessment - Risk Management - Risk Reporting	N/A – no additional certifications are mandatory for this role

8. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

9. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

10. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Compliance



Infrastructure



Services



Support



Customer

Cluster



Compliance

Job Purpose



Provide strategic leadership and governance oversight for enterprise-wide compliance.

Key Activities

1. Define and oversee the organization's compliance strategy, framework, and governance model across all business units.
2. Own regulatory relationships and represent the company at senior levels with regulators, authorities, and industry bodies.
3. Approve and oversee regulatory submissions, licensing strategies, and compliance reporting.
4. Lead negotiation strategy for access, interconnection, and commercial compliance agreements.
5. Ensure continuous improvement of compliance processes, controls, and reporting mechanisms.

Prime Skills

- | | |
|-----------------------------------|--|
| 1. Audit Management | 8. Knowledge of Legal and Compliance |
| 2. Business Environment Analytics | 9. People and Performance Management |
| 3. Business Intelligence | 10. Prompt Engineering |
| 4. Compliance Reporting | 11. Risk Governance |
| 5. Corporate Governance | 12. Strategy Development and Implementation Management |
| 6. Data Privacy and Security | 13. Vendor Management |
| 7. Information Security | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Corporate Communications

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

2. Head of Data Privacy

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Regulatory Compliance	N/A - no additional certifications are mandatory for this role

3. Head of ESG

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

4. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

5. Head of Risk

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A - no additional certifications are mandatory for this role

6. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Brand Management • Go-To-Market Strategy • Marketing Mix Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Corporate Communications Executive



Infrastructure



Services



Support



Customer

Cluster



Corporate Communications

Job Purpose



Support the execution of external communication activities.

Key Activities

1. Draft press releases, media statements, Q&As, speeches, and briefing materials.
2. Monitor media coverage, social media, and public sentiment related to the company.
3. Support the rollout of external communication campaigns and announcements.
4. Coordinate with internal teams to gather information for external communications.
5. Assist in crisis communication execution, including drafting holding statements and FAQs.
6. Maintain crisis communication materials, contact lists, and templates.

Prime Skills

- | | |
|--|-------------------------------|
| 1. Brand Management | 5. Crisis Management |
| 2. Content Writing and Editing | 6. Media Relation Management |
| 3. Corporate Communication Strategy | 7. Public Relation Management |
| 4. Crisis Communication and Media Management | 8. Reputation Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Compliance Executive**

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

2. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

3. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

4. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

5. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

6. Risk Executive

Additional Skills:	Additional Certifications:
• Regulatory Risk Assessment • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• People and Performance Management	N/A – no additional certifications are mandatory for this role

8. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

12. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Market Research and Analytics • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Branding Executive

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

15. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

16. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

18. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Product Demonstration • Requirements Definition and Management • Technical Presentation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Corporate Communications Manager



Infrastructure



Services



Support



Customer

Cluster



Corporate Communications

Job Purpose



Responsible for planning, managing and executing external communication activities.

Key Activities

1. Develop and execute external communication plans, campaigns, and messaging.
2. Ensure alignment with corporate strategy and brand guidelines.
3. Manage day-to-day media engagement, including press releases, media responses, interviews, and briefings.
4. Implement crisis communication plans and protocols.
5. Identify emerging issues and potential reputational risks.
6. Support proactive storytelling to strengthen corporate image.

Prime Skills

- | | |
|--|--------------------------------------|
| 1. Brand Management | 6. Media Relation Management |
| 2. Content Writing and Editing | 7. People and Performance Management |
| 3. Corporate Communication Strategy | 8. Public Relation Management |
| 4. Crisis Communication and Media Management | 9. Reputation Management |
| 5. Crisis Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

2. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

3. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

4. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

5. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

6. Risk Manager

Additional Skills:	Additional Certifications:
• Risk Management • Risk Modelling and Validation • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Corporate Communications

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

9. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

11. Branding Manager

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

12. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Communication Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Market Research and Analytics - Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

14. Product Marketing Manager

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A – no additional certifications are mandatory for this role

15. Technical Sales Manager

Additional Skills:	Additional Certifications:
- Product Demonstration - Requirements Definition and Management - Technical Presentation	N/A – no additional certifications are mandatory for this role

16. Product Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

18. Distribution Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Corporate Communications



Infrastructure



Services



Support



Customer

Cluster



Corporate Communications

Job Purpose



Provide strategic leadership and oversight of the organisation's external communication and reputation management.

Key Activities

1. Define and lead the corporate communication strategy aligned with the company's business objectives and values.
2. Establish policies, frameworks, and governance for external communications, media engagement, and crisis response.
3. Oversee the company's corporate image and public perception.
4. Proactively manage reputation risks and opportunities.
5. Guide positioning on sensitive or high-impact issues affecting the company.
6. Lead crisis communication strategy and execution during incidents, regulatory issues, service disruptions, or public controversies.

Prime Skills

- | | |
|--|--|
| 1. Brand Management | 7. Media Relation Management |
| 2. Business Environment Analytics | 8. People and Performance Management |
| 3. Business Intelligence | 9. Public Relation Management |
| 4. Corporate Communication Strategy | 10. Reputation Management |
| 5. Crisis Communication and Media Management | 11. Strategy Development and Implementation Management |
| 6. Crisis Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Compliance**

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A – no additional certifications are mandatory for this role

2. Head of Data Privacy

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

3. Head of ESG

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

4. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Risk Governance	N/A – no additional certifications are mandatory for this role

5. Head of Risk

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Risk Governance • Risk Modelling and Validation	N/A – no additional certifications are mandatory for this role

6. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Marketing Mix Management	N/A - no additional certifications are mandatory for this role

8. Head of Sales

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Customer Acquisition and Retention Management • Go-to-market Strategy • Sales Strategy and Executio	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Privacy Executive



Infrastructure



Services



Support



Customer

Cluster



Data Privacy

Job Purpose



Support the implementation and operation of organisation's data privacy program.

Key Activities

1. Assist in implementing and maintaining data privacy policies, procedures, and guidelines.
2. Support internal teams in understanding and applying data privacy requirements in daily operations.
3. Monitor compliance with data protection regulations (e.g. PDPA) and internal controls.
4. Maintain records of processing activities, consent records, data sharing agreements, and privacy notices.

Prime Skills

- | | |
|------------------------------|--------------------------------------|
| 1. Compliance Reporting | 5. Knowledge of Legal and Compliance |
| 2. Data Ethics | 6. Prompt Engineering |
| 3. Data Privacy and Security | 7. Regulatory Compliance |
| 4. Information Security | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

2. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

3. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

4. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	N/A - no additional certifications are mandatory for this role

5. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Regulatory Affairs • Regulatory Risk Assessment	N/A - no additional certifications are mandatory for this role

6. Risk Executive

Additional Skills:	Additional Certifications:
• Risk Management • Risk Modelling and Validation • Risk Reporting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Corporate Governance • Data Governance • Data Protection Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

11. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

12. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

14. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

15. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

16. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

18. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Product Demonstration • Requirements Definition and Management • Technical Presentation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Privacy Manager



Infrastructure



Services



Support



Customer

Cluster



Data Privacy

Job Purpose



Protect customer data and ensure compliance with privacy laws and telecommunication regulations.

Key Activities

1. Develop, implement, and enforce comprehensive data privacy policies and procedures to ensure compliance with organizational standards and regulatory requirements.
2. Monitor and assess adherence to data protection regulations, including PDPA, and other relevant frameworks, and address any non-compliance issues promptly.
3. Conduct regular privacy impact assessments and internal audits to identify risks, evaluate controls, and recommend corrective actions.
4. Provide expert guidance and training to internal teams on best practices for data handling, storage, and sharing, ensuring risk mitigation and safeguarding sensitive information.
5. Stay updated on evolving data protection laws and industry standards, and proactively recommend policy updates to maintain compliance.

Prime Skills

- | | |
|------------------------------|---------------------------------------|
| 1. Audit Management | 7. Data Protection Management |
| 2. Compliance Reporting | 8. Information Security |
| 3. Corporate Governance | 9. Knowledge of Legal and Compliance |
| 4. Data Ethics | 10. People and Performance Management |
| 5. Data Governance | 11. Prompt Engineering |
| 6. Data Privacy and Security | 12. Regulatory Compliance |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Compliance Manager**

Additional Skills:	Additional Certifications:
• Audit and Compliance Strategy Development • Risk Governance • Vendor Management	N/A – no additional certifications are mandatory for this role

2. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

3. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

4. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Regulatory Risk Assessment • Risk Governance	• Public Policy • Public Administration

5. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Regulatory Affairs • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

6. Risk Manager

Additional Skills:	Additional Certifications:
• Risk Management • Risk Modelling and Validation • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Data Privacy

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

8. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

9. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

12. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

14. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Product Demonstration • Requirements Definition and Management • Technical Presentation	N/A – no additional certifications are mandatory for this role

15. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

16. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Data Privacy



Infrastructure



Services



Support



Customer

Cluster



Data Privacy

Job Purpose



Provide strategic leadership and governance over organisation's data privacy and protection framework.

Key Activities

1. Define and oversee the organization's data privacy strategy, framework, and governance model.
2. Establish enterprise-wide data privacy policies, standards, and operating procedures.
3. Monitor regulatory developments and assess their impact on business operations.
4. Oversee audits, regulatory inspections, and compliance reporting.
5. Provide guidance on complex data use cases, cross-border data transfers, and emerging technologies.
6. Serve as the primary point of contact with data protection authorities, regulators, and external stakeholders.

Prime Skills

- | | |
|-----------------------------------|--|
| 1. Audit Management | 9. Data Protection Management |
| 2. Business Environment Analytics | 10. Information Security |
| 3. Business Intelligence | 11. Knowledge of Legal and Compliance |
| 4. Compliance Reporting | 12. People and Performance Management |
| 5. Corporate Governance | 13. Prompt Engineering |
| 6. Data Ethics | 14. Regulatory Compliance |
| 7. Data Governance | 15. Strategy Development and Implementation Management |
| 8. Data Privacy and Security | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Compliance**

Additional Skills:	Additional Certifications:
• Risk Governance • Vendor Management	N/A – no additional certifications are mandatory for this role

2. Head of Corporate Communications

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

3. Head of ESG

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

4. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Risk Assessment • Risk Governance	N/A – no additional certifications are mandatory for this role

5. Head of Risk

Additional Skills:	Additional Certifications:
• Risk Governance • Risk Management • Risk Modelling and Validation	N/A – no additional certifications are mandatory for this role

6. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Brand Management • Go-To-Market Strategy • Marketing Mix Management	N/A - no additional certifications are mandatory for this role

8. Head of Sales

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Go-to-market Strategy • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

ESG Executive



Infrastructure



Services



Support



Customer

Cluster



ESG

Job Purpose



Support the implementation of organisation's ESG initiatives.

Key Activities

1. Assist in the execution of ESG strategies, policies, and programs.
2. Collect, organise, and maintain ESG-related data for reporting and compliance purposes.
3. Support the preparation of ESG disclosures, sustainability reports, and presentations for internal and external stakeholders.
4. Monitor ESG regulations, standards, and industry best practices to provide updates to the ESG team.
5. Conduct preliminary ESG risk assessments and assist in developing mitigation plans for environmental, social, and governance risks.

Prime Skills

- | | |
|--|------------------------------------|
| 1. Compliance Reporting | 7. Prompt Engineering |
| 2. Corporate Governance | 8. Regulatory Affairs |
| 3. Data Collection and Analytics | 9. Regulatory Compliance |
| 4. Environment and Social Governance | 10. Regulatory Risk Assessment |
| 5. Environment and Social Governance Reporting | 11. Sustainability Management |
| 6. Project Management | 12. Sustainable Business Practices |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Knowledge of Legal and Compliance • Risk Governance	N/A – no additional certifications are mandatory for this role

2. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

3. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Data Ethics • Data Privacy and Security • Information Security	N/A – no additional certifications are mandatory for this role

4. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Policy Analysis and Development • Risk Governance	N/A – no additional certifications are mandatory for this role

5. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Audit Management • Knowledge of Legal and Compliance • Policy Implementation and Revision	N/A – no additional certifications are mandatory for this role

6. Risk Executive

Additional Skills:	Additional Certifications:
• Risk Management • Risk Modelling and Validation • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. ESG Manager

Additional Skills:	Additional Certifications:
• Cost-Benefit Analysis • People and Performance Management	N/A – no additional certifications are mandatory for this role

8. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

12. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

15. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

16. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

18. Technical Sales Engineer

Additional Skills:	Additional Certifications:
- Product Demonstration - Requirements Definition and Management - Technical Presentation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

ESG Manager



Infrastructure



Services



Support



Customer

Cluster



ESG

Job Purpose



Develop and implement ESG strategies and policies that align with industry standards, ensuring sustainable operations and regulatory compliance.

Key Activities

1. Develop, implement, and maintain ESG strategies, policies, and frameworks aligned with the company's sustainability goals and regulatory requirements.
2. Monitor and analyze ESG-related regulations, standards, and best practices to ensure ongoing compliance and identify opportunities for improvement.
3. Collaborate with cross-functional teams to integrate ESG considerations into business processes, risk management, and decision-making.
4. Support the preparation of ESG disclosures, sustainability reports, and other communications for internal and external stakeholders.
5. Conduct ESG risk assessments and develop mitigation plans to address potential environmental, social, and governance impacts.
6. Engage with external stakeholders, including investors, regulatory bodies, and sustainability organizations, to communicate the company's ESG performance.
7. Track and report ESG performance metrics using recognized frameworks.

Prime Skills

- | | |
|--|------------------------------------|
| 1. Compliance Reporting | 8. Project Management |
| 2. Corporate Governance | 9. Prompt Engineering |
| 3. Cost-Benefit Analysis | 10. Regulatory Affairs |
| 4. Data Collection and Analytics | 11. Regulatory Compliance |
| 5. Environment and Social Governance | 12. Regulatory Risk Assessment |
| 6. Environment and Social Governance Reporting | 13. Sustainability Management |
| 7. People and Performance Management | 14. Sustainable Business Practices |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Compliance Manager**

Additional Skills:	Additional Certifications:
• Audit Management • Knowledge of Legal and Compliance • Risk Governance	N/A – no additional certifications are mandatory for this role

2. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

3. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

4. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Policy Analysis and Development • Risk Governance	• Public Policy • Public Administration

5. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Audit Management • Knowledge of Legal and Compliance • Policy Implementation and Revision	N/A – no additional certifications are mandatory for this role

6. Risk Manager

Additional Skills:	Additional Certifications:
• Risk Management • Risk Modelling and Validation • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of ESG

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

8. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

9. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

12. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

14. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

15. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

16. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

18. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Product Demonstration • Requirements Definition and Management • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of ESG



Infrastructure



Services



Support



Customer

Cluster



ESG

Job Purpose



Lead and oversee the development, implementation, and governance of ESG strategies across the organisation.

Key Activities

1. Define the company's ESG vision, goals, and long-term roadmap in alignment with business strategy and global sustainability standards.
2. Oversee the creation and enforcement of ESG frameworks, policies, and governance structures.
3. Ensure ESG considerations are embedded into risk management, business processes, and corporate decision-making.
4. Conduct and oversee ESG risk assessments, developing strategies to mitigate environmental, social, and governance risks.
5. Promote ESG awareness and accountability throughout the company.

Prime Skills

- | | |
|--|--|
| 1. Business Environment Analytics | 10. Project Management |
| 2. Business Intelligence | 11. Prompt Engineering |
| 3. Compliance Reporting | 12. Regulatory Affairs |
| 4. Corporate Governance | 13. Regulatory Compliance |
| 5. Cost-Benefit Analysis | 14. Regulatory Risk Assessment |
| 6. Data Collection and Analytics | 15. Strategy Development and Implementation Management |
| 7. Environment and Social Governance | 16. Sustainability Management |
| 8. Environment and Social Governance Reporting | 17. Sustainable Business Practices |
| 9. People and Performance Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Compliance

Additional Skills:	Additional Certifications:
• Audit Management • Knowledge of Legal and Compliance • Risk Governance	N/A – no additional certifications are mandatory for this role

2. Head of Corporate Communications

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

3. Head of Data Privacy

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

4. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Policy Implementation and Revision • Risk Governance	• Public Policy • Public Administration

5. Head of Risk

Additional Skills:	Additional Certifications:
• Risk Governance • Risk Management • Risk Modelling and Validation	N/A – no additional certifications are mandatory for this role

6. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Brand Management • Go-To-Market Strategy • Marketing Mix Management	N/A – no additional certifications are mandatory for this role

8. Head of Sales

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Legal



Infrastructure



Services



Support



Customer

Cluster



Legal

Job Purpose



Provide strategic legal leadership and governance to the organisation.

Key Activities

1. Define and oversee the company's legal strategy and governance framework.
2. Establish legal policies, standards, and controls to manage enterprise-wide legal risk.
3. Oversee compliance with applicable laws, regulations, and licensing requirements.
4. Oversee disputes, litigation, arbitration, and enforcement matters.
5. Act as a trusted legal advisor to the Board, CEO, and senior management and provide legal advice on strategic initiatives, mergers, partnerships, and investments.

Prime Skills

- | | |
|-----------------------------------|--|
| 1. Business Environment Analytics | 6. Knowledge of Legal and Compliance |
| 2. Business Intelligence | 7. People and Performance Management |
| 3. Contract Management | 8. Risk Governance |
| 4. Corporate Governance | 9. Risk Management |
| 5. Dispute Resolution | 10. Strategy Development and Implementation Management |

Certification(s)

Certificate in Legal Practice (CLP)

CAREER MOBILITY OPTIONS**1. Head of Compliance**

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

2. Head of Corporate Communications

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

3. Head of Data Privacy

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

4. Head of ESG

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

5. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

6. Head of Risk

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Regulatory Risk Assessment • Risk Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Service Quality Management	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Brand Management • Go-To-Market Strategy • Marketing Mix Management	N/A – no additional certifications are mandatory for this role

9. Head of Sales

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Go-to-market Strategy • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Legal Executive



Infrastructure



Services



Support



Customer

Cluster



Legal

Job Purpose



Provide operational legal support to the legal function.

Key Activities

1. Assist in drafting, reviewing, and managing contracts, agreements, and legal documents.
2. Maintain contract databases and track key obligations, renewals, and deadlines.
3. Conduct legal research on laws, regulations, and legal issues.
4. Prepare legal summaries, briefs, and memos for review.
5. Assist in managing disputes, claims, and litigation files.
6. Coordinate with external counsel on documentation and information requests.

Prime Skills

- | | |
|--------------------------------------|----------------------------------|
| 1. Contract Management | 4. Legal and Regulatory Research |
| 2. Dispute Resolution | 5. Risk Management |
| 3. Knowledge of Legal and Compliance | |

Certification(s)

Certificate in Legal Practice (CLP)

CAREER MOBILITY OPTIONS

1. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

2. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

3. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

4. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

5. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Organisational Strategy and Policy Realisation • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

6. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

8. Legal Manager

Additional Skills:	Additional Certifications:
- Corporate Governance - Risk Governance - People and Performance Management	N/A – no additional certifications are mandatory for this role

9. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

11. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

12. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Product Marketing Executive

Additional Skills:	Additional Certifications:
- Product Knowledge - Product Launch Management - Product Management	N/A – no additional certifications are mandatory for this role

15. Marketing Communication Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Media Relation Management - Public Relation Management	N/A – no additional certifications are mandatory for this role

16. Channel Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

18. Product Sales Executive

Additional Skills:	Additional Certifications:
- Account Management - Sales Strategy and Execution - Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Product Demonstration • Requirements Definition and Management • Technical Presentation	N/A – no additional certifications are mandatory for this role

20. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Legal Manager



Infrastructure



Services



Support



Customer

Cluster



Legal

Job Purpose



Manage legal operations and provide legal advice and oversight across business functions.

Key Activities

1. Provide legal advice to business units on commercial, regulatory, and operational matters.
2. Interpret laws, regulations, and contractual obligations relevant to the business.
3. Review, draft, and negotiate contracts, agreements, and legal documents.
4. Manage disputes, claims, and litigation matters.

Prime Skills

- | | |
|--------------------------------------|--------------------------------------|
| 1. Contract Management | 5. Legal and Regulatory Research |
| 2. Corporate Governance | 6. People and Performance Management |
| 3. Dispute Resolution | 7. Risk Governance |
| 4. Knowledge of Legal and Compliance | 8. Risk Management |

Certification(s)

Certificate in Legal Practice (CLP)

CAREER MOBILITY OPTIONS**1. Compliance Manager**

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

2. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

3. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

4. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

5. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Organisational Strategy and Policy Realisation • Policy Analysis and Development	• Public Policy • Public Administration

6. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Regulatory Affairs • Regulatory Compliance • Regulatory Risk Assessment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Risk Manager

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Regulatory Risk Assessment - Risk Reporting	N/A – no additional certifications are mandatory for this role

8. Head of Legal

Additional Skills:	Additional Certifications:
- Business Environment Analytics - Business Intelligence - Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

9. Customer Experience Manager

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

10. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

11. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

12. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

15. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

16. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

18. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

20. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Product Demonstration • Requirements Definition and Management • Technical Presentation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Government Affairs Executive



Infrastructure



Services



Support



Customer

Cluster



Regulatory and Governance

Job Purpose



Support the execution of government engagement activities across federal, state and local authorities.

Key Activities

1. Track and maintain records of state-level policies, regulations, and guidelines affecting telecommunications infrastructure and operations.
2. Assist in analyzing differences between federal policies and state implementation requirements.
3. Coordinate with state and local authorities on permits, approvals, and licenses.
4. Liaise with government officials at ministries, state departments, and local councils on operational matters.

Prime Skills

- | | |
|------------------------------------|-------------------------------|
| 1. Knowledge of Regulatory | 4. Prompt Engineering |
| 2. Legal and Regulatory Research | 5. Regulatory Risk Assessment |
| 3. Policy Analysis and Development | 6. Risk Governance |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Government Affairs Manager

Additional Skills:	Additional Certifications:
- Organisational Strategy and Policy Realisation - People and Performance Management	- Public Policy - Public Administration

2. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
- Policy Implementation and Revision - Regulatory Affairs - Regulatory Compliance	N/A - no additional certifications are mandatory for this role

3. Compliance Executive

Additional Skills:	Additional Certifications:
- Audit and Compliance Strategy Development - Compliance Reporting	N/A - no additional certifications are mandatory for this role

4. Corporate Communications Executive

Additional Skills:	Additional Certifications:
- Crisis Communication and Media Management - Media Relation Management - Public Relation Management	N/A - no additional certifications are mandatory for this role

5. Data Privacy Executive

Additional Skills:	Additional Certifications:
- Data Ethics - Data Privacy and Security - Information Security	N/A - no additional certifications are mandatory for this role

6. ESG Executive

Additional Skills:	Additional Certifications:
- Environment and Social Governance - Sustainability Management - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Risk Executive

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

8. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

12. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

14. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Government Affairs Manager



Infrastructure



Services



Support



Customer

Cluster



Regulatory and Governance

Job Purpose



Develop and execute the company's government engagement strategy across federal ministries, regulators, and state governments.

Key Activities

1. Monitor, interpret, and analyse federal and state-level policies, regulations, and guidelines.
2. Manage differences between national policies and state-level interpretations, approvals, and implementation.
3. Provide strategic advice to internal stakeholders on how policies and regulatory changes impact business operations across states.
4. Develop standardized frameworks to manage state-specific permitting processes while accommodating unique local requirements.
5. Ensure the company's projects align with each state's development plans, digital initiatives, and infrastructure policies.
6. Serve as the primary liaison with key government officials, including ministries, regulators, state secretariats, and local councils.

Prime Skills

- | | |
|---|------------------------------------|
| 1. Knowledge of Regulatory | 5. Policy Analysis and Development |
| 2. Legal and Regulatory Research | 6. Prompt Engineering |
| 3. Organisational Strategy and Policy Realisation | 7. Regulatory Risk Assessment |
| 4. People and Performance Management | 8. Risk Governance |

Certification(s)

- Public Policy
- Public Administration

CAREER MOBILITY OPTIONS

1. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Policy Implementation and Revision • Regulatory Affairs • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

2. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

3. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit and Compliance Strategy Development • Compliance Reporting	N/A – no additional certifications are mandatory for this role

4. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

5. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Data Ethics • Data Privacy and Security • Information Security	N/A – no additional certifications are mandatory for this role

6. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Risk Manager

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

8. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

9. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

12. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

14. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Regulatory and Governance



Infrastructure



Services



Support



Customer

Cluster



Regulatory and Governance

Job Purpose



Lead regulatory and governance functions to ensure legal, ethical, and sustainable operations.

Key Activities

1. Define and drive the organisation's regulatory and compliance strategy across all function.
2. Ensure compliance with relevant laws, regulations, and industry standards in corporate governance.
3. Develop, implement, and maintain policies, procedures, and frameworks to meet regulatory obligations.
4. Identify, assess, and mitigate regulatory, compliance, and ethical risks across the organisation.
5. Promote a culture of compliance, data responsibility, ethical AI across the organisation.
6. Conduct periodic reviews to ensure compliance.

Prime Skills

- | | |
|---|--|
| 1. Business Environment Analytics | 9. People and Performance Management |
| 2. Business Intelligence | 10. Policy Implementation and Revision |
| 3. Continuous Improvement | 11. Prompt Engineering |
| 4. Corporate Governance | 12. Regulatory Affairs |
| 5. Enterprise Risk Management | 13. Regulatory Compliance |
| 6. Information Security | 14. Regulatory Risk Assessment |
| 7. Knowledge of Legal and Compliance | 15. Risk Governance |
| 8. Organisational Strategy and Policy Realisation | 16. Strategy Development and Implementation Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Compliance

Additional Skills:	Additional Certifications:
• Audit and Compliance Strategy Development • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

2. Head of Corporate Communications

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

3. Head of Data Privacy

Additional Skills:	Additional Certifications:
• Data Ethics • Data Privacy and Security • Information Security	N/A – no additional certifications are mandatory for this role

4. Head of ESG

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

5. Head of Risk

Additional Skills:	Additional Certifications:
• Enterprise Risk Management • Risk Management • Risk Reporting	N/A – no additional certifications are mandatory for this role

6. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Marketing Mix Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Policy and Regulatory Affairs Executive



Infrastructure



Services



Support



Customer

Cluster



Regulatory and Governance

Job Purpose



Support the development and execution of regulatory strategies and policies to ensure compliance.

Key Activities

1. Assist in implementing compliance programs and regulatory strategies.
2. Maintain records of regulatory submissions and approvals.
3. Prepare reports on compliance status and regulatory developments.
4. Prepare and submit documentation for product registrations, license renewals, and reporting.

Prime Skills

- | | |
|---------------------------------------|-------------------------------|
| 1. Audit Management | 6. Prompt Engineering |
| 2. Compliance Reporting | 7. Regulatory Affairs |
| 3. Knowledge of Legal and Compliance | 8. Regulatory Compliance |
| 4. Legal and Regulatory Research | 9. Regulatory Risk Assessment |
| 5. Policy Implementation and Revision | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Policy and Regulatory Affairs Manager**

Additional Skills:	Additional Certifications:
• Corporate Governance • Organisational Strategy and Policy Realisation • Risk Governance	N/A – no additional certifications are mandatory for this role

2. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Policy Analysis and Development • Risk Governance	N/A – no additional certifications are mandatory for this role

3. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit and Compliance Strategy Development • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

4. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

5. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Data Ethics • Data Privacy and Security • Information Security	N/A – no additional certifications are mandatory for this role

6. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Risk Executive

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Risk Management - Risk Reporting	N/A – no additional certifications are mandatory for this role

8. Customer Experience Executive

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

11. Branding Executive

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

12. Digital Marketing Executive

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

14. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Policy and Regulatory Affairs Manager



Infrastructure



Services



Support



Customer

Cluster



Regulatory and Governance

Job Purpose



Lead the development and implementation of regulatory strategies and policies to ensure compliance.

Key Activities

1. Manage the development and implementation of regulatory strategies to ensure company compliance with local, national, and international regulations.
2. Monitor and analyse regulatory changes that could impact the company's products or operations, and advise on necessary actions.
3. Prepare and submit documentation required for regulatory approvals, including product registrations, license renewals, and reporting.
4. Liaise with regulatory agencies and bodies to facilitate the review and approval process for products and services.
5. Develop policy recommendations to support strategic and regulatory objectives.
6. Train and educate staff on regulatory policies and procedures to foster a culture of compliance.

Prime Skills

- | | |
|---|---------------------------------------|
| 1. Audit Management | 8. Policy Implementation and Revision |
| 2. Compliance Reporting | 9. Prompt Engineering |
| 3. Corporate Governance | 10. Regulatory Affairs |
| 4. Knowledge of Legal and Compliance | 11. Regulatory Compliance |
| 5. Legal and Regulatory Research | 12. Regulatory Risk Assessment |
| 6. Organisational Strategy and Policy Realisation | 13. Risk Governance |
| 7. People and Performance Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Government Affairs Manager**

Additional Skills:	Additional Certifications:
• Knowledge of Regulatory • Policy Analysis and Development	• Public Policy • Public Administration

2. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

3. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit and Compliance Strategy Development • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

4. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

5. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Data Ethics • Data Privacy and Security • Information Security	N/A - no additional certifications are mandatory for this role

6. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Risk Manager

Additional Skills:	Additional Certifications:
- Enterprise Risk Management - Risk Management - Risk Reporting	N/A – no additional certifications are mandatory for this role

8. Customer Experience Manager

Additional Skills:	Additional Certifications:
- Customer Experience Management - Customer Management - Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

9. Customer Relations Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Manager

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Level Management	N/A – no additional certifications are mandatory for this role

11. Branding Manager

Additional Skills:	Additional Certifications:
- Brand Management - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

12. Digital Marketing Manager

Additional Skills:	Additional Certifications:
- Digital Marketing - Marketing Campaign Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

14. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Risk



Infrastructure



Services



Support



Customer

Cluster



Risk Management

Job Purpose



Provide strategic leadership and governance over the organisation's enterprise risk management framework.

Key Activities

1. Define and oversee the company's enterprise risk management strategy, framework, and policies.
2. Establish risk governance structures, including risk committees, reporting lines, and escalation protocols.
3. Oversee identification and monitoring of strategic, operational, regulatory, financial, technology, and reputational risks.
4. Act as a trusted advisor to the CEO, senior management, and Board on risk-related matters.
5. Support management decision-making by integrating risk insights into strategy, projects, and investments.

Prime Skills

- | | |
|--------------------------------------|--|
| 1. Business Environment Analytics | 7. Risk Governance |
| 2. Business Intelligence | 8. Risk Management |
| 3. Enterprise Risk Management | 9. Risk Modelling and Validation |
| 4. Knowledge of Regulatory | 10. Risk Reporting |
| 5. People and Performance Management | 11. Strategy Development and Implementation Management |
| 6. Regulatory Risk Assessment | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Compliance**

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Corporate Governance	N/A - no additional certifications are mandatory for this role

2. Head of Corporate Communications

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

3. Head of Data Privacy

Additional Skills:	Additional Certifications:
• Data Ethics • Data Governance • Data Privacy and Security	N/A - no additional certifications are mandatory for this role

4. Head of ESG

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

5. Head of Regulatory and Governance

Additional Skills:	Additional Certifications:
• Continuous Improvement • Organisational Strategy and Policy Realisation • Policy Implementation and Revision • Regulatory Affairs	N/A - no additional certifications are mandatory for this role

6. Head of Customer Services and Support

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Go-To-Market Strategy • Marketing Mix Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

8. Head of Sales

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Go-to-market Strategy • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Risk Executive



Infrastructure



Services



Support



Customer

Cluster



Risk Management

Job Purpose



Support the execution of the organisation's enterprise risk management activities.

Key Activities

1. Assist in identifying risks across business units through discussions, interviews, and reviews.
2. Assist in coordinating risk assessments, including likelihood and impact scoring.
3. Track risk mitigation actions, owners, timelines, and status.
4. Follow up with risk owners on implementation progress.
5. Prepare risk reports, dashboards, and summaries for management review.

Prime Skills

- | | |
|-------------------------------|--------------------|
| 1. Enterprise Risk Management | 4. Risk Management |
| 2. Knowledge of Regulatory | 5. Risk Reporting |
| 3. Regulatory Risk Assessment | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Risk Manager

Additional Skills:	Additional Certifications:
• Risk Governance • Risk Modelling and Validation	N/A – no additional certifications are mandatory for this role

2. Compliance Executive

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

3. Corporate Communications Executive

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

4. Data Privacy Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

5. ESG Executive

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

6. Government Affairs Executive

Additional Skills:	Additional Certifications:
• Legal and Regulatory Research • Policy Analysis and Development • Risk Governance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Policy and Regulatory Affairs Executive

Additional Skills:	Additional Certifications:
• Compliance Reporting • Legal and Regulatory Research • Policy Implementation and Revision	N/A – no additional certifications are mandatory for this role

8. Customer Experience Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

9. Customer Relations Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Branding Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

12. Digital Marketing Executive

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Communication Executive

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A - no additional certifications are mandatory for this role

14. Product Marketing Executive

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A - no additional certifications are mandatory for this role

15. Channel Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

16. Enterprise Solution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

17. Product Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

18. Technical Sales Engineer

Additional Skills:	Additional Certifications:
• Product Demonstration • Requirements Definition and Management • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Distribution Sales Executive

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Risk Manager



Infrastructure



Services



Support



Customer

Cluster



Risk Management

Job Purpose



Coordinate and manage the organisation's enterprise risk management framework.

Key Activities

1. Identify and monitor enterprise-wide risks, including strategic, operational, regulatory, financial, technology, and reputational risks.
2. Track emerging and upcoming risks that may impact the company's objectives, operations, or reputation.
3. Engage and communicate with business units, functional teams, and management to identify risks within their areas.
4. Coordinate risk assessments to determine likelihood, impact, and overall risk ratings.
5. Prepare risk reports, dashboards, and summaries for management, risk committees, and the Board.

Prime Skills

- | | |
|--------------------------------------|----------------------------------|
| 1. Enterprise Risk Management | 5. Risk Governance |
| 2. Knowledge of Regulatory | 6. Risk Management |
| 3. People and Performance Management | 7. Risk Modelling and Validation |
| 4. Regulatory Risk Assessment | 8. Risk Reporting |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Risk**

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

2. Compliance Manager

Additional Skills:	Additional Certifications:
• Audit Management • Compliance Reporting • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

3. Corporate Communications Manager

Additional Skills:	Additional Certifications:
• Crisis Communication and Media Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

4. Data Privacy Manager

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Ethics • Data Privacy and Security	N/A – no additional certifications are mandatory for this role

5. ESG Manager

Additional Skills:	Additional Certifications:
• Environment and Social Governance • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

6. Government Affairs Manager

Additional Skills:	Additional Certifications:
• Legal and Regulatory Research • Organisational Strategy and Policy Realisation • Policy Analysis and Development	• Public Policy • Public Administration

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Policy and Regulatory Affairs Manager

Additional Skills:	Additional Certifications:
• Organisational Strategy and Policy Realisation • Policy Implementation and Revision • Regulatory Affairs	N/A – no additional certifications are mandatory for this role

8. Customer Experience Manager

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Data Collection and Analytics	N/A – no additional certifications are mandatory for this role

9. Customer Relations Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Manager

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Level Management	N/A – no additional certifications are mandatory for this role

11. Branding Manager

Additional Skills:	Additional Certifications:
• Brand Management • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

12. Digital Marketing Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Campaign Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Communication Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Media Relation Management • Public Relation Management	N/A – no additional certifications are mandatory for this role

14. Product Marketing Manager

Additional Skills:	Additional Certifications:
• Product Knowledge • Product Launch Management • Product Management	N/A – no additional certifications are mandatory for this role

15. Channel Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

16. Distribution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

17. Enterprise Solution Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

18. Product Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Strategy and Execution • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Technical Sales Manager

Additional Skills:	Additional Certifications:
• Product Demonstration • Requirements Definition and Management • Technical Presentation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

BROADCASTING

Executive Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Radio / Digital / TV News / Radio News)

Job Purpose



Provides overall strategic, financial and delivery oversight of a production, from concept development to final release. The Executive Producer ensures projects are commercially viable, appropriately financed and aligned with broadcaster or platform objectives, while meeting industry standards and audience expectations.

Key Activities

1. Identify, evaluate and approve content concepts and projects, ensuring alignment with broadcaster or platform strategy, audience demand and commercial potential.
2. Lead the securing of financing, sponsorships and distribution arrangements, including pitching to commissioners, investors and partners and negotiating commercial terms.
3. Provide strategic and financial oversight across the production lifecycle, approving budgets, monitoring progress against milestones and ensuring delivery on time and within approved parameters.
4. Oversee key stakeholder relationships, including broadcasters, studios, investors, regulators and distribution partners, to ensure project sustainability and compliance.
5. Ensure creative outputs remain aligned with strategic and commercial objectives, working with Directors and Producers without engaging in day-to-day creative execution.
6. Provide final approval on content and related deliverables, including finished programmes and promotional materials prior to release or broadcast.

Prime Skills

- | | |
|---|---------------------------------------|
| 1. Budget Management and Cost Management | 9. Ethics |
| 2. Business Environment Analytics | 10. Values and Legislation |
| 3. Business Opportunities Development | 11. Financial Acumen |
| 4. Compliance Strategy Development | 12. Financial Planning and Analysis |
| 5. Concept Creation | 13. Market Intelligence |
| 6. Content Compliance Review | 14. Market Profiling |
| 7. Creative Review and Iteration Management | 15. Media Law and Compliance |
| 8. Crisis Management | 16. People and Performance Management |

17. Policy Implementation and Revision	21. Regulatory Compliance
18. Project Feasibility Assessment	22. Risk Management
19. Project Management	23. Strategy Development and Implementation Management
20. Quality Assurance and Quality Control	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Creative Director

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Visual Style Development	N/A – no additional certifications are mandatory for this role

2. Editor-in-Chief

Additional Skills:	Additional Certifications:
• Operations Management • Guided Storytelling • Ethical Reporting	N/A – no additional certifications are mandatory for this role

3. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Incident Management • Knowledge of Legal and Compliance	N/A – no additional certifications are mandatory for this role

4. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

6. Head of Operations

Additional Skills:	Additional Certifications:
• Business Process Management • Incident Management • Operations Management	N/A – no additional certifications are mandatory for this role

7. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Show Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Digital)

Job Purpose



Oversees the editorial, creative and operational execution of production, translating commissioned concepts into structured, consistent and engaging content. The Show Producer ensures production outputs meet editorial content, production standards, schedules and audience expectations across its full lifecycle.

Key Activities

1. Develop and maintain editorial structure and format of the show, including film / show outlines, rundowns, narrative arcs, segment flow and timing, tailored to the intended platform and audience.
2. Lead pre-production planning, working with production, technical and creative teams to prepare scripts, briefs, schedules, logistics and rehearsal plans within approved budgets and timelines.
3. Coordinate talent, presenters, contributors and production teams, ensuring all creative and technical elements are aligned and production-ready.
4. Oversee production execution, managing cues, timing and editorial decisions to maintain content quality, pacing and compliance.
5. Work closely with Directors, Editors and post-production teams to ensure consistency and quality in tone, narrative and style of production outputs.
6. Conduct post-production reviews and performance evaluations, incorporating feedback, audience insights and stakeholder input to continuously improve content quality and engagement.
7. Plan, coordinate and manage production locations from an execution perspective, working with Directors and Production Managers to ensure locations are available, production-ready and aligned with editorial, creative, logistical and compliance requirements.

Prime Skills

- | | |
|---|---|
| 1. Budget Management and Cost Management | 9. Location Planning and Coordination |
| 2. Concept Creation | 10. Narrative Design |
| 3. Content Compliance Review | 11. People and Performance Management |
| 4. Creative Execution | 12. Permit Management |
| 5. Creative Review and Iteration Management | 13. Production Operations |
| 6. Crisis Management | 14. Production Planning and Scheduling |
| 7. Direction | 15. Project Management |
| 8. Guided Storytelling | 16. Quality Assurance and Quality Control |

17. Resource Management

20. Visual Style Development

18. Script Comprehension and Interpretation

21. Workplace Safety and Health

19. Vendor Management

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Radio Producer****Additional Skills:**

- Sound Design and Creation
- Media Law and Compliance

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. News Producer**Additional Skills:**

- Ethics
- Values and Legislation
- Media Law and Compliance

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Director**Additional Skills:**

- Creative Storytelling
- Storyboarding

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Editor-in-Chief**Additional Skills:**

- Operations Management
- Compliance Strategy Development
- Risk Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Executive Producer

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Project Feasibility Assessment • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

6. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Policy Implementation and Revision • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

7. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

9. Head of Operations

Additional Skills:	Additional Certifications:
• Strategy Development and Implementation • Policy Implementation and Revision • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

10. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Director



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Digital)

Job Purpose



Leads the creative execution of a production by translating scripts and concepts into compelling visual and narrative content. The Director shapes storytelling, performance and visual style across pre-production, production and post-production to deliver content that meets creative intent, technical standards and audience expectations.

Key Activities

1. Define and articulate the creative vision of the production, including storytelling approach, visual style, tone and pacing, in collaboration with Producers and writers during pre-production.
2. Guide script and storyboarding development, providing creative direction on narrative structure, scene composition and emotional impact to ensure coherence with the intended vision.
3. Direct on-set production, leading cast and crew by shaping performances, camera movement, shot composition and rhythm for productions.
4. Collaborate closely with technical and creative departments to ensure creative intent is executed consistently and to broadcast standards.
5. Oversee post-production from a creative perspective, working with editors, sound designers, colourists and VFX teams to achieve the final cut, sound mix and overall aesthetic.
6. Approve production locations from a creative perspective, ensuring they support narrative intent, visual style and performance requirements, while aligning with technical, safety and operational constraints.

Prime Skills

- | | |
|---|---|
| 1. Concept Creation | 9. People and Performance Management |
| 2. Creative Execution | 10. Production Operations |
| 3. Creative Review and Iteration Management | 11. Quality Assurance and Quality Control |
| 4. Creative Storytelling | 12. Script Comprehension and Interpretation |
| 5. Direction | 13. Storyboarding |
| 6. Guided Storytelling | 14. Visual Style Development |
| 7. Location Planning and Coordination | 15. Workplace Safety and Health |
| 8. Narrative Design | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Show Producer****Additional Skills:**

- Project Management
- Content Compliance Review
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. News Producer**Additional Skills:**

- Content Compliance Review
- Budget Management and Cost Management
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Radio Producer**Additional Skills:**

- Project Management
- Content Compliance Review
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Editor-in-Chief**Additional Skills:**

- Operations Management
- Compliance Strategy Development
- Risk Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Executive Producer**Additional Skills:**

- Business Opportunities Development
- Project Feasibility Assessment
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Policy Implementation and Revision • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

7. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

10. Creative Director

Additional Skills:	Additional Certifications:
• Visual Design and Communication Principles • Production Design • Visual Collaterals Production	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Production Manager



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Digital)

Job Purpose



Leads the operational delivery of productions by managing logistics, budgets, schedules and resources to ensure projects are executed efficiently, safely and within approved financial and time constraints.

Key Activities

1. Plan and manage all operational aspects of production from pre-production through wrap, ensuring smooth day-to-day execution.
2. Develop and track production budgets and schedules in collaboration with the Show Producer, identifying risks and implementing contingencies.
3. Set up and oversee the production office, including onboarding production staff and establishing administrative workflows.
4. Manage vendors, suppliers and service providers, including procurement, contracting and performance monitoring.
5. Coordinate logistics for cast, crew, locations, equipment, insurance and transport in line with production needs.
6. Ensure production operations comply with organisational policies, insurance requirements, workplace safety standards and applicable regulatory obligations.
7. Monitor production progress and expenditure, reporting variances and recommending corrective actions.
8. Support post-production by coordinating vendor engagement and ensuring timely handover of materials and deliverables.
9. Manage production locations from a logistical and operational perspective, including access, permits, schedules, safety readiness, equipment movement and vendor coordination.

Prime Skills

- | | |
|--|--|
| 1. Budget Management and Cost Management | 9. Procurement for Production Operations |
| 2. Contract Management | 10. Production Operations |
| 3. Incident Management | 11. Production Planning and Scheduling |
| 4. Location Planning and Coordination | 12. Regulatory Compliance |
| 5. Logistics Management | 13. Reporting and Documentation |
| 6. Operations Management | 14. Resource Management |
| 7. People and Performance Management | 15. Risk Management |
| 8. Permit Management | 16. Transportation Management |

17. Vendor Management

18. Workplace Safety and Health

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

Direction

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. News Producer**Additional Skills:**

- Content Compliance Review
- Quality Assurance and Quality Control
- Project Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Assistant Director**Additional Skills:**

- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Assistant Producer**Additional Skills:**

- Production Content Writing and Editing
- Creative Review and Iteration Management
- Market Research and Analytics

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Casting Manager**Additional Skills:**

- Talent Casting
- Script Comprehension and Interpretation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

11. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Direction • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

13. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

14. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

15. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Database Management • Media Asset and Metadata Management	N/A – no additional certifications are mandatory for this role

16. Post-Production Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Project Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

17. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editin	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Customer Acquisition and Retention Management - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

19. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

20. Set Designer

Additional Skills:	Additional Certifications:
- Visual Style Development - Production Design - Set Design	N/A – no additional certifications are mandatory for this role

21. Social Media Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Social Media Content Creation - Social Media Marketing	N/A – no additional certifications are mandatory for this role

22. Social Media Producer

Additional Skills:	Additional Certifications:
- Quality Assurance and Quality Control - Project Management - Social Media Content Creation	N/A – no additional certifications are mandatory for this role

23. Sound Editor

Additional Skills:	Additional Certifications:
- Digital Audio Workstation Sound Editing - Sound Editing - Sound Mixing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

25. Show Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

26. Radio Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Production Coordinator



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Digital)

Job Purpose



Coordinates schedules, communication, logistics and documentation to support efficient production workflows across departments.

Key Activities

1. Coordinate production schedules, call sheets and daily logistics to ensure activities remain aligned with timelines.
2. Act as the central communication point between departments, vendors and crew, ensuring timely information flow.
3. Support equipment, travel, accommodation and location arrangements for cast and crew.
4. Maintain accurate production records, contracts, reports and documentation for compliance and audit purposes.
5. Track production progress and flag logistical or scheduling issues for escalation to the Production Manager.
6. Assist with basic budget tracking, invoice processing and cost documentation under supervision.
7. Coordinate asset movement and handover between production and post-production teams.
8. Support final delivery by organising documentation and materials required by broadcasters or platforms.

Prime Skills

- | | |
|--|--|
| 1. Contract Management | 9. Procurement for Production Operations |
| 2. Inventory Management | 10. Production Operations |
| 3. Location Planning and Coordination | 11. Production Planning and Scheduling |
| 4. Logistics Management | 12. Reporting and Documentation |
| 5. Media Asset and Metadata Management | 13. Resource Management |
| 6. Media Content Cataloguing | 14. Transportation Management |
| 7. Operations Management | 15. Vendor Management |
| 8. Permit Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Operations Management • Incident Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

3. Assistant Director

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Visual Style Development • People and Performance Management	N/A – no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Content Writing and Editing • Budget Management and Cost Management • Creative Review and Iteration Management	N/A – no additional certifications are mandatory for this role

5. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A – no additional certifications are mandatory for this role

6. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A - no additional certifications are mandatory for this role

8. Composer

Additional Skills:	Additional Certifications:
2D Animation 3D Animation - Digital Lighting - Visual Style Development	N/A - no additional certifications are mandatory for this role

9. Content Researcher

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Data Visualisation and Dashboard Development - Market Intelligence	N/A - no additional certifications are mandatory for this role

10. Content Strategist

Additional Skills:	Additional Certifications:
- Business Opportunities Development - Concept Creation - Market Research and Analytics	N/A - no additional certifications are mandatory for this role

11. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
- Audio-to-Text Transcription - Language and Localisation Proficiency - Subtitle Timing and Syncing	N/A - no additional certifications are mandatory for this role

12. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

14. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

15. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Risk Management • Workplace Safety and Health • Incident Management	N/A – no additional certifications are mandatory for this role

16. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

17. Media Asset Management (MAM) Coordinator

Additional Skills:	Additional Certifications:
• Database Management • Media File Formats Conformation • Media Content Cataloguing	N/A – no additional certifications are mandatory for this role

18. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Social Media Producer

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

20. Production Manager

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Incident Management • Risk Management	N/A – no additional certifications are mandatory for this role

21. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

22. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

23. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

24. Set Decorator

Additional Skills:	Additional Certifications:
• Creative Execution • Prop Design • Set Design • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25.Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Assistant Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Radio / Digital / TV News)

Job Purpose



Supports the Producer across content development and production by coordinating editorial, logistical and administrative activities. The Assistant Producer ensures content is accurately developed, well-coordinated and delivered on schedule, while maintaining creative alignment, stakeholder communication and production standards.

Key Activities

1. Conduct research and source content, contributors, visuals and references to support story development and editorial direction.
2. Assist with script development, editing and content refinement to ensure alignment with programme objectives and production plans.
3. Track production schedules, deliverables and milestones across development and production
4. Coordinate with cast, crew, contributors and external partners, supporting casting calls, auditions, contracts and on-set requirements.
5. Prepare and maintain production documentation, reports and compliance materials in line with broadcast and organisational standards.
6. Monitor production progress through reports and updates, flagging risks, delays or resource issues to the Producer.
7. Support budget tracking and funding activities by assisting with cost breakdowns, sponsorship research and proposal preparation.
8. Coordinate post-production handovers, including organising edit viewings, managing feedback and ensuring timely delivery of final assets.

Prime Skills

- | | |
|---|--|
| 1. Budget Management and Cost Management | 9. Production Operations |
| 2. Contract Management | 10. Production Planning and Scheduling |
| 3. Creative Review and Iteration Management | 11. Reporting and Documentation |
| 4. Data Visualisation and Dashboard Development | 12. Research and Information Synthesis |
| 5. Guided Storytelling | 13. Resource Management |
| 6. Market Research and Analytics | 14. Script Supervision |
| 7. People and Performance Management | 15. Vendor Management |
| 8. Production Content Writing and Editing | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

- Operations Management
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager**Additional Skills:**

- Procurement for Production Operations
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Radio Producer**Additional Skills:**

- Guided Storytelling
- Content Compliance and Review
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Director**Additional Skills:**

- Visual Style Development
- Location Planning and Scheduling
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Casting Manager**Additional Skills:**

- Talent Casting
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Community Development Specialist

Additional Skills:	Additional Certifications:
- Community Engagement - Communications Channel Management - Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Compliance Manager

Additional Skills:	Additional Certifications:
- Compliance Review and Reporting - Media Law and Compliance - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

8. Content Strategist

Additional Skills:	Additional Certifications:
- Business Opportunities Development - Concept Creation - Demand and Supply Analytics	N/A – no additional certifications are mandatory for this role

9. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
- Language and Localisation Proficiency - Quality Assurance and Quality Control - Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

10. Costume Designer

Additional Skills:	Additional Certifications:
- Costume Design and Conceptualisation - Cultural Awareness and Sensitivity - Fabric and Material Design	N/A – no additional certifications are mandatory for this role

11. Creative Content Manager

Additional Skills:	Additional Certifications:
- Concept Creation - Creative Execution - Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

13. Director

Additional Skills:	Additional Certifications:
• Direction • Creative Execution • Visual Style Development	N/A – no additional certifications are mandatory for this role

14. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

15. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

16. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
• Database Management • Media Asset and Metadata Management • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

17. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Quality Assurance and Quality Control • Project Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Post-Production Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Project Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

19. Quality Assurance Manager

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Compliance Review and Reporting • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

20. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

21. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Intelligence • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

22. Set Designer

Additional Skills:	Additional Certifications:
• Set Design • Operations Management • Production Design	N/A – no additional certifications are mandatory for this role

23. Show Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Project Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Marketing • Mass Communications Management	N/A – no additional certifications are mandatory for this role

25. Social Media Producer

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

26. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

27. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

28. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

29. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Content Strategist



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Radio / Digital)

Job Purpose



Develops and drives multi-platform content strategies by identifying, shaping and prioritising content and programme opportunities with strong audience and market potential. The Content Strategist translates market intelligence, research insights and performance data into actionable content proposals that guide commissioning, development and production decisions across broadcast and digital platforms.

Key Activities

1. Identify, evaluate and propose potential content and programme ideas based on market analysis, audience demand, platform strategy and performance trends.
2. Develop content strategy and thematic priorities that guide project origination, commissioning briefs and production pipelines.
3. Translate audience insights and research findings into clear recommendations on formats, genres, tone and platform suitability.
4. Conduct competitive and market landscape analysis to identify content gaps, differentiation opportunities and emerging programming trends.
5. Collaborate with Producers, Editors and commissioning teams to refine concepts, treatments and pitch materials for stakeholder review.
6. Plan and coordinate content roadmaps, development slates and publishing strategies aligned with organisational objectives and audience growth targets.
7. Monitor content and audience performance to validate strategic assumptions and refine future project selection.
8. Ensure consistency of editorial direction, brand voice and strategic intent across all commissioned and developed content.

Prime Skills

- | | |
|---|---|
| 1. Budget Management and Cost Management | 8. Customer Segmentation |
| 2. Business Environment Analytics | 9. Data Visualisation and Dashboard Development |
| 3. Business Intelligence | 10. Demand and Supply Analysis |
| 4. Business Opportunities Development | 11. Guided Storytelling |
| 5. Communications Channel Management | 12. Market Intelligence |
| 6. Concept Creation | 13. Market Profiling |
| 7. Creative Review and Iteration Management | 14. Market Research and Analytics |

15. People and Performance Management

17. Quality Assurance and Quality Control

16. Production Content Writing and Editing

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Assistant Director****Additional Skills:**

- Production Operations
- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Lead Floor Manager**Additional Skills:**

- Production Operations
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Manager**Additional Skills:**

- Production Planning and Scheduling
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Producer**Additional Skills:**

- Production Operations
- Production Planning and Scheduling
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Media File Formats Conformation • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

8. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

9. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

10. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Marketing Campaign Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Director

Additional Skills:	Additional Certifications:
• Direction • Production Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Process Management • Financial Planning and Analysis • Revenue Optimisation	N/A – no additional certifications are mandatory for this role

13. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Production Operations • Project Management	N/A – no additional certifications are mandatory for this role

15. Post-Production Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Production Operations • Project Management	N/A – no additional certifications are mandatory for this role

16. Radio Producer

Additional Skills:	Additional Certifications:
• Project Management • Content Compliance Review • Production Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Customer Acquisition and Retention Management - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

18. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

19. Set Designer

Additional Skills:	Additional Certifications:
- Operations Management - Production Design - Set Design	N/A – no additional certifications are mandatory for this role

20. Show Producer

Additional Skills:	Additional Certifications:
- Project Management - Production Operations - Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

21. Social Media Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Social Media Marketing - Mass Communications Management	N/A – no additional certifications are mandatory for this role

22. Social Media Producer

Additional Skills:	Additional Certifications:
- Production Operations - Project Management - Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

24. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

25. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

26. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Content Researcher



Production

Technical

Sales and Advertising

Support

Cluster

Content Production and Programming (Content Development)
(TV / Radio / Digital)

Job Purpose



Generates and manages research-driven insights that inform content origination, project selection and commissioning decisions. The Content Researcher provides evidence-based analysis on audience behaviour, market demand and content performance to support the identification and prioritisation of projects with high engagement and impact potential.

Key Activities

1. Design and conduct audience, market and media research to identify content opportunities, emerging genres and audience demand patterns.
2. Analyse viewership, consumption data and audience segmentation to predict potential performance of proposed content ideas and formats.
3. Track media trends, cultural shifts and competitive offerings to inform project sourcing and development pipelines.
4. Evaluate proposed content concepts and project ideas by providing data-backed assessments of audience fit, risk and engagement potential.
5. Translate research findings into clear insights and recommendations that support commissioning, content development and strategic planning.
6. Prepare research reports, dashboards and briefings tailored to Producers, strategists and decision-makers.
7. Maintain research frameworks, datasets and longitudinal studies to support ongoing project evaluations and trend forecasting.

Prime Skills

- | | |
|---|---------------------------------------|
| 1. Business Intelligence | 6. Market Profiling |
| 2. Cultural Awareness and Sensitivity | 7. Market Research and Analytics |
| 3. Data Visualisation and Dashboard Development | 8. Reporting and Documentation |
| 4. Database Management | 9. Research and Information Synthesis |
| 5. Market Intelligence | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

4. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Script Comprehension and Interpretation • Visual Style Development	N/A – no additional certifications are mandatory for this role

5. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

6. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

8. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Marketing Campaign Management	N/A - no additional certifications are mandatory for this role

9. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A - no additional certifications are mandatory for this role

10. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Demand and Supply Analysis	N/A - no additional certifications are mandatory for this role

11. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A - no additional certifications are mandatory for this role

12. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

14. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

15. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

16. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

17. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

18. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

20. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Customer Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

21. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

22. Set Decorator

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Set Design • Creative Executio	N/A – no additional certifications are mandatory for this role

23. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

24. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Lead Floor Manager



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Digital)

Job Purpose



Leads and oversees studio floor operations, ensuring safe, efficient, and seamless execution of live and recorded broadcasts while coordinating talent, crew, and technical teams.

Key Activities

1. Lead and oversee studio floor operations across productions, ensuring readiness, coordination and execution standards are consistently met for live and recorded broadcasts.
2. Plan, direct and supervise studio floor preparation, including rehearsals, set readiness, talent positioning and audience logistics, while assigning and guiding Floor Managers and floor crew.
3. Act as the primary floor operations liaison with the Director and control room, translating creative and technical intent into coordinated on-floor execution and managing escalations during live production.
4. Oversee floor movement, timing and transitions across cameras, set changes and segments, proactively resolving conflicts and ensuring continuity with minimal disruption.
5. Maintain overall responsibility for floor safety and operational compliance, coordinating with safety officers, engineering and technical leads to identify risks, implement controls and enforce best practices.
6. Lead real-time problem resolution for complex or high-risk on-floor issues, making operational decisions and coordinating cross-functional teams under live broadcast conditions.

Prime Skills

- | | |
|--------------------------------------|---------------------------------------|
| 1. Direction | 6. Production Operations |
| 2. Incident Management | 7. Production Planning and Scheduling |
| 3. Logistics Management | 8. Resource Management |
| 4. Operations Management | 9. Risk Management |
| 5. People and Performance Management | 10. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Production Manager

Additional Skills:	Additional Certifications:
• Procurement for Production Operations • Vendor Management • Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

2. Radio Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Project Management • Concept Creation	N/A - no additional certifications are mandatory for this role

3. Assistant Director

Additional Skills:	Additional Certifications:
• Visual Style Development • Location Planning and Coordination • Script Comprehension and Interpretation	N/A - no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:	Additional Certifications:
• Vendor Management • Budget Management and Cost Management • Production Content Writing and Editing	N/A - no additional certifications are mandatory for this role

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management • Script Comprehension and Interpretation	N/A - no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

11. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

12. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Direction • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

14. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

15. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Budget Management and Cost Management • Project Management	N/A – no additional certifications are mandatory for this role

16. Post-Production Producer

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Content Compliance Review • Project Management	N/A – no additional certifications are mandatory for this role

17. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

18. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Intelligence • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Set Designer

Additional Skills:	Additional Certifications:
• Visual Style Development • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

20. Show Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Project Management • Creative Execution	N/A – no additional certifications are mandatory for this role

21. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Marketing • Mass Communications Management	N/A – no additional certifications are mandatory for this role

22. Social Media Producer

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

23. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

24. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

26. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editin	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Floor Manager



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Digital)

Job Purpose



Manages studio floor operations and talent/crew coordination during productions, serving as the real-time communication link between the Director, control room and the floor.

Key Activities

1. Prepare studio floor for production, coordinating rehearsals, set readiness, talent positioning and audience logistics where relevant.
2. Relay cues and instructions from the Director/control room to talent and floor crew in real-time.
3. Coordinate floor movement and timing to support camera shots, transitions and set changes with minimal disruption.
4. Monitor floor safety and operational readiness, working with safety officers and technical teams to address risks promptly.
5. Resolve on-floor issues through rapid coordination with engineering, production and technical crew.
6. Oversee wrap procedures, including equipment resets, studio restoration and handover notes for subsequent productions.

Prime Skills

- | | |
|--------------------------|---------------------------------------|
| 1. Asset Management | 7. Production Operations |
| 2. Direction | 8. Production Planning and Scheduling |
| 3. Incident Management | 9. Reporting and Documentation |
| 4. Inventory Management | 10. Resource Management |
| 5. Logistics Management | 11. Workplace Safety and Health |
| 6. Operations Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

2. Assistant Director

Additional Skills:	Additional Certifications:
• Location Planning and Coordination • Script Comprehension and Interpretation • Visual Style Development	N/A – no additional certifications are mandatory for this role

3. Assistant Producer

Additional Skills:	Additional Certifications:
• Vendor Management • Budget Management and Cost Management • Production Content Writing and Editing	N/A – no additional certifications are mandatory for this role

4. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

5. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

6. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A – no additional certifications are mandatory for this role

8. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

9. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

10. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

11. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

12. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

14. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

15. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

16. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

17. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

18. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

20. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

21. Set Decorator

Additional Skills:	Additional Certifications:
• Creative Execution • Inventory Management • Procurement for Production Operations • Set Design	N/A – no additional certifications are mandatory for this role

22. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

23. Social Media Producer

Additional Skills:	Additional Certifications:
• Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Senior Scriptwriter				
				
Production		Technical	Sales and Advertising	Support
Cluster		Content Production and Programming (Content Development) (TV / Radio / Digital)		
Job Purpose		Leads the development of original, high-quality scripts by shaping narrative structure, characters and dialogue in alignment with creative intent, production requirements and audience expectations. The Senior Scriptwriter provides creative guidance across the script development process, ensures narrative coherence and feasibility and mentors junior scriptwriters while anticipating legal and ethical considerations.		

Key Activities
1. Lead the development of story concepts, narrative structures and scripts, translating creative briefs into compelling plots, character arcs, dialogue and tonal direction. 2. Conduct and oversee in-depth research to ensure authenticity, cultural relevance and narrative credibility, guiding junior scriptwriters on research direction where required. 3. Assess content for linguistic accuracy, clarity on intent and consistency in categorisation, themes and storytelling across outputs and formats. 4. Ensure scripts and editorial materials comply with cultural sensitivities, broadcast regulations as well as organisational and platform-specific guidelines. 5. Collaborate closely with Producers, Directors and development teams to align scripts with creative vision, production constraints and intended audience outcomes. 6. Review, edit and refine script drafts to maintain narrative quality, coherence and consistency across production outputs, formats or platforms. 7. Identify and flag potential legal, copyright or compliance risks, proposing narrative or structural adjustments to mitigate issues without compromising creative intent.

Prime Skills	
1. Concept Creation	9. Language and Localisation Proficiency
2. Content Compliance Review	10. Narrative Design
3. Creative Execution	11. People and Performance Management
4. Creative Review and Iteration Management	12. Production Content Writing and Editing
5. Cultural Awareness and Sensitivity	13. Prompt Engineering
6. Ethical Reporting	14. Research and Information Synthesis
7. Guided Storytelling	15. Rules-Based Copy Editing
8. Knowledge of Legal and Compliance	16. Scriptwriting

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

- Production Operations
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager**Additional Skills:**

- Production Planning and Scheduling
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Radio Producer**Additional Skills:**

- Production Operations
- Project Management
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Director**Additional Skills:**

- Production Planning and Scheduling
- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Assistant Producer**Additional Skills:**

- Production Operations
- Production Planning and Scheduling
- Vendor Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

7. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

8. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

9. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

10. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Costume Construction and Tailoring • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

11. Creative Content Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Quality Assurance and Quality Control • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

13. Digital Editorial

Additional Skills:	Additional Certifications:
• Operations Management • Media Platforms Management • Media Law and Compliance	N/A – no additional certifications are mandatory for this role

14. Director

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Direction • Production Operations	N/A – no additional certifications are mandatory for this role

15. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

16. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

17. News Editor

Additional Skills:	Additional Certifications:
• Media Law and Compliance • Production Planning and Scheduling • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. News Producer

Additional Skills:	Additional Certifications:
• Media Law and Compliance • Production Operations • Project Management	N/A - no additional certifications are mandatory for this role

19. Post-Production Producer

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Production Operations • Project Management	N/A - no additional certifications are mandatory for this role

20. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A - no additional certifications are mandatory for this role

21. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

22. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A - no additional certifications are mandatory for this role

23. Set Designer

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Set Design	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Show Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

25. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Marketing • Mass Communications Management	N/A – no additional certifications are mandatory for this role

26. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

27. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

28. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Creative Storytelling	N/A – no additional certifications are mandatory for this role

29. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Junior Scriptwriter



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Radio / Digital)

Job Purpose



Supports the development of scripts by conducting research, preparing draft materials, verifying factual accuracy and maintaining script documentation under the guidance of Senior Scriptwriters or Producers. The Junior Scriptwriter ensures scripts are accurate, well-structured and production-ready while developing foundational storytelling and screenwriting skills.

Key Activities

1. Conduct primary and secondary research to support story development, verifying sources for accuracy, relevance and suitability to the intended genre and format.
2. Assist in drafting, revising and editing scripts, incorporating feedback from Senior Scriptwriters, Producers and editorial teams.
3. Fact-check written content and flag potential legal or copyright concerns, supporting the preparation of clearance and compliance documentation.
4. Prepare, format and proofread script drafts, ensuring consistency in layout, terminology and production conventions.
5. Manage script documentation and version control, tracking revisions and distributing updated drafts to relevant stakeholders.
6. Annotate scripts with production notes, including scene breakdowns, timing references and contextual information to support scheduling and coordination.
7. Liaise with writers, production and legal teams to ensure scripts meet creative, technical and compliance requirements prior to approval.

Prime Skills

- | | |
|---|---|
| 1. Cultural Awareness and Sensitivity | 8. Prompt Engineering |
| 2. Ethical Reporting | 9. Reporting and Documentation |
| 3. File Version Control and Management | 10. Research and Information Synthesis |
| 4. Guided Storytelling | 11. Rules-Based Copy Editing |
| 5. Knowledge of Legal and Compliance | 12. Script Comprehension and Interpretation |
| 6. Language and Localisation Proficiency | 13. Scriptwriting |
| 7. Production Content Writing and Editing | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager****Additional Skills:**

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Graphic Designer**Additional Skills:**

- Creative Execution
- Graphic Design
- Visual Design and Communication Principles

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator**Additional Skills:**

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Director**Additional Skills:**

- Production Operations
- Production Planning and Scheduling
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Assistant Producer**Additional Skills:**

- Production Operations
- Production Planning and Scheduling
- Vendor Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A - no additional certifications are mandatory for this role

7. Colourist

Additional Skills:	Additional Certifications:
- Colour Grading - Photographic Image Manipulation - Video Editing	N/A - no additional certifications are mandatory for this role

8. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A - no additional certifications are mandatory for this role

9. Composer

Additional Skills:	Additional Certifications:
2D Animation 3D Animation - Digital Lighting - Visual Style Development	N/A - no additional certifications are mandatory for this role

10. Content Researcher

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Data Visualisation and Dashboard Development - Market Intelligence	N/A - no additional certifications are mandatory for this role

11. Content Strategist

Additional Skills:	Additional Certifications:
- Business Opportunities Development - Concept Creation - Market Research and Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Media File Formats Conformation • Subtitle Timing and Syncing	N/A - no additional certifications are mandatory for this role

13. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

14. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A - no additional certifications are mandatory for this role

15. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A - no additional certifications are mandatory for this role

16. Junior Broadcast Journalist

Additional Skills:	Additional Certifications:
• Interviewing Techniques • Microphone Technique • Creative Storytelling	N/A - no additional certifications are mandatory for this role

17. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

19. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

20. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

21. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

22. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

23. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Senior Scriptwriter

Additional Skills:	Additional Certifications:
• Content Compliance Review • Narrative Design • Creative Execution	N/A – no additional certifications are mandatory for this role

25. Set Decorator

Additional Skills:	Additional Certifications:
• Creative Execution • Inventory Management • Production Operations • Set Design	N/A – no additional certifications are mandatory for this role

26. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

27. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Music Director



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(Radio)

Job Purpose



Provides creative and strategic leadership over the use of music in radio programming by curating, supervising and integrating musical elements that enhance storytelling, audience engagement and brand identity, while ensuring compliance with editorial, rights and regulatory requirements.

Key Activities

1. Develop and oversee the music direction and strategy for programmes, channels and productions, ensuring alignment with creative objectives, audience insights and platform requirements.
2. Curate, select and approve music for programmes, segments, promotions and branded content in collaboration with Directors, Producers, Editors and sound teams.
3. Advise on musical tone, genre, pacing and emotional impact during content development to support narrative intent and audience experience.
4. Supervise the integration of music during production and post-production, ensuring appropriate placement, balance and sound quality that meet broadcast and streaming standards.
5. Oversee live music programming during broadcasts, including music played between segments or as part of live shows, coordinating with presenters and technical teams to ensure smoother transitions and real-time editorial responsiveness.
6. Coordinate with record labels, composers, publishers and artists to source music and collaborate with Rights and Licensing team to manage licensing, rights, clearances and contractual obligations.
7. Ensure compliance with copyright, performance rights, cue-sheet reporting and regulatory requirements across all distribution platforms.
8. Leverage audience data, music trends and cultural developments to inform music selection, programming direction and future content planning.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Business Environment Analytics | 8. Digital Audio Workstation Sound Editing |
| 2. Concept Creation | 9. Market Intelligence |
| 3. Content Compliance Review | 10. People and Performance Management |
| 4. Contract Management | 11. Procurement for Production Operations |
| 5. Creative Execution | 12. Production Operations |
| 6. Creative Storytelling | 13. Rights and Licensing Management |
| 7. Cultural Awareness and Sensitivity | 14. Sound Design and Creation |

15. Sound Mixing

17. Vendor Management

16. Sound Recording Operations

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

- Production Planning and Scheduling
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager**Additional Skills:**

- Production Planning and Scheduling
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Radio Producer**Additional Skills:**

- Project Management
- Production Planning and Scheduling
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Director**Additional Skills:**

- Production Planning and Scheduling
- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Assistant Producer

Additional Skills:	Additional Certifications:
- Budget Management and Cost Management - Production Planning and Scheduling - Production Content Writing and Editing	N/A – no additional certifications are mandatory for this role

6. Casting Manager

Additional Skills:	Additional Certifications:
- Talent Casting - Production Planning and Scheduling - Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

7. Community Development Specialist

Additional Skills:	Additional Certifications:
- Community Engagement - Communications Channel Management - Customer Experience Management	N/A – no additional certifications are mandatory for this role

8. Content Strategist

Additional Skills:	Additional Certifications:
- Business Opportunities Development - Demand and Supply Analysis - Market Research and Analytics	N/A – no additional certifications are mandatory for this role

9. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
- Language and Localisation Proficiency - Production Content Writing and Editing - Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

10. Costume Designer

Additional Skills:	Additional Certifications:
- Costume Design and Conceptualisation - Costume Construction and Tailoring - Fabric and Material Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Creative Content Manager

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Marketing Campaign Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

12. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

13. Director

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Script Comprehension and Interpretation • Direction	N/A – no additional certifications are mandatory for this role

14. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

15. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

16. News Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Project Management • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

18. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

19. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

20. Set Designer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

21. Show Producer

Additional Skills:	Additional Certifications:
• Project Management • Content Compliance Review • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

22. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Marketing • Mass Communications Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

24. Sound Editor

Additional Skills:	Additional Certifications:
• Sound Editing	N/A – no additional certifications are mandatory for this role

25. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

26. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

27. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Assistant Director



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Digital)

Job Purpose



Supports the Director by managing on-set operations, schedules and crew coordination, ensuring productions run efficiently, safely and on time. The Assistant Director translates creative intent into structured execution during rehearsals, filming and live production.

Key Activities

1. Break down scripts to identify cast, locations, equipment, technical needs and special requirements for efficient shoot planning.
2. Develop, manage and revise shooting schedules in collaboration with the Director, Producers and department heads to optimise time and resources.
3. Lead production reces to assess locations, technical setups, access, safety risks and logistical constraints prior to filming.
4. Prepare, review and oversee daily call sheets and production schedules to ensure clear communication across cast and crew.
5. Coordinate and control on-set operations, ensuring cast, crew, locations and equipment are ready for each scheduled scenes during rehearsals and production.
6. Manage the pace and flow of filming on-set, tracking progress against schedule and implementing adjustments where necessary.
7. Act as the primary on-set liaison between the Director and crew, ensuring instructions are clearly communicated and executed.
8. Enforce safety compliance on-set, conducting briefings and mitigating risks throughout production.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Location Planning and Coordination | 6. Resource Management |
| 2. People and Performance Management | 7. Script Comprehension and Interpretation |
| 3. Production Operations | 8. Visual Style Development |
| 4. Production Planning and Scheduling | 9. Workplace Safety and Health |
| 5. Reporting and Documentation | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager**

Additional Skills:	Additional Certifications:
• Operations Management • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

2. Assistant Producer

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Production Content Writing and Editing • Vendor Management	N/A – no additional certifications are mandatory for this role

3. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management • Vendor Management	N/A – no additional certifications are mandatory for this role

4. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

5. Content Compliance Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Media Law and Compliance • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

6. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

8. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

9. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

10. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

11. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Direction	N/A – no additional certifications are mandatory for this role

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Budget Management and Cost Management • Project Management	N/A – no additional certifications are mandatory for this role

15. Post-Production Producer

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Content Compliance Review • Project Management	N/A – no additional certifications are mandatory for this role

16. Quality Assurance Manager

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Compliance Review and Reporting • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

17. Radio Producer

Additional Skills:	Additional Certifications:
• Guided Storytelling • Content Compliance and Review • Project Management	N/A – no additional certifications are mandatory for this role

18. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

20. Set Designer

Additional Skills:	Additional Certifications:
• Set Design • Operations Management • Production Design	N/A – no additional certifications are mandatory for this role

21. Show Producer

Additional Skills:	Additional Certifications:
• Project Management • Quality Assurance and Quality Control • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

22. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

23. Social Media Producer

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

24. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Creative Storytelling • Narrative Design	N/A – no additional certifications are mandatory for this role

26. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Collaterals Production	N/A – no additional certifications are mandatory for this role

27. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Social Media Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development) (Digital)

Job Purpose



Develops and produces original, platform-native video and social content for digital channels, translating creative direction into engaging short-form outputs optimised for social platforms and audience behaviour.

Key Activities

1. Develop and produce original content for social media platforms, ensuring alignment with creative vision, platform best practices, and audience engagement goals.
2. Generate creative concepts, scripts, and content ideas tailored to platform formats and trends.
3. Plan and manage production workflows, including talent coordination, equipment, locations, and shooting logistics.
4. Direct and oversee content capture, coordinating talent and crew to achieve high-quality output.
5. Collaborate with editors and post-production teams to produce polished content optimized for social media performance.
6. Monitor trends, audience insights, and content performance to inform production decisions and enhance engagement.

Prime Skills

- | | |
|---|---|
| 1. Business Environment Analytics | 11. People and Performance Management |
| 2. Concept Creation | 12. Production Operations |
| 3. Creative Execution | 13. Production Planning and Scheduling |
| 4. Creative Review and Iteration Management | 14. Project Management |
| 5. Creative Storytelling | 15. Quality Assurance and Quality Control |
| 6. Crisis Management | 16. Resource Management |
| 7. Data Visualisation and Dashboard Development | 17. Scriptwriting |
| 8. Direction | 18. Social Media Content Creation |
| 9. Guided Storytelling | 19. Visual Style Development |
| 10. Narrative Design | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

- Operations Management
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager**Additional Skills:**

- Procurement for Production Operations
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Assistant Director**Additional Skills:**

- Location Planning and Coordination
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Producer**Additional Skills:**

- Production Content Writing and Editing
- Market Research and Analytics
- Vendor Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Casting Manager**Additional Skills:**

- Talent Casting
- Contract Management
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Community Development Specialist

Additional Skills:	Additional Certifications:
- Community Engagement - Communications Channel Management - Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Compliance Manager

Additional Skills:	Additional Certifications:
- Compliance Review and Reporting - Content Compliance Review - Media Law and Compliance	N/A – no additional certifications are mandatory for this role

8. Content Strategist

Additional Skills:	Additional Certifications:
- Business Opportunities Development - Demand and Supply Analysis - Market Research and Analytics	N/A – no additional certifications are mandatory for this role

9. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
- Language and Localisation Proficiency - Production Content Writing and Editing - Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

10. Costume Designer

Additional Skills:	Additional Certifications:
- Costume Design and Conceptualisation - Cultural Awareness and Sensitivity - Fabric and Material Design	N/A – no additional certifications are mandatory for this role

11. Creative Content Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

13. Director

Additional Skills:	Additional Certifications:
• Location Planning and Coordination • Script Comprehension and Interpretation • Storyboarding	N/A – no additional certifications are mandatory for this role

14. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

15. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

16. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Database Management • Media Asset and Metadata Management	N/A – no additional certifications are mandatory for this role

17. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Budget Management and Cost Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Post-Production Producer

Additional Skills:	Additional Certifications:
- Content Compliance Review - Production Operations - Project Management	N/A – no additional certifications are mandatory for this role

19. Quality Assurance Manager

Additional Skills:	Additional Certifications:
- Compliance Review and Reporting - Media File Formats Conformation - Policy Implementation and Revision	N/A – no additional certifications are mandatory for this role

20. Radio Producer

Additional Skills:	Additional Certifications:
- Budget Management and Cost Management - Content Compliance Review - Sound Design and Creation	N/A – no additional certifications are mandatory for this role

21. Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Customer Acquisition and Retention Management - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

22. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

23. Set Designer

Additional Skills:	Additional Certifications:
- Operations Management - Production Design - Set Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Show Producer

Additional Skills:	Additional Certifications:
• Location Planning and Coordination • Content Compliance Review • Permit Management	N/A – no additional certifications are mandatory for this role

25. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Marketing • Mass Communications Management	N/A – no additional certifications are mandatory for this role

26. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

27. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Creative Storytelling	N/A – no additional certifications are mandatory for this role

28. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Collaterals Production	N/A – no additional certifications are mandatory for this role

29. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Production Assistant



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV / Radio / Digital / TV News / Radio News)

Job Purpose



Provides logistical, administrative and on-ground support across content development, production, creative and post-production activities. The Production Assistant supports coordination between teams, helps maintain operational readiness and ensures day-to-day production tasks are executed efficiently and accurately.

Key Activities

1. Support production logistics by assisting with set preparation, call sheet distribution and coordination of cast, crew and equipment readiness.
2. Perform administrative tasks including filling production paperwork, maintaining daily logs and tracking compliance and approval documentation.
3. Assist with petty cash handling by recording expenses, managing receipts and supporting basic cost tracking under supervision.
4. Provide on-ground support during rehearsals, filming and recordings by responding to ad hoc requests from production and creative teams.
5. Facilitate communication between departments by relaying information, distributing materials and supporting coordination meetings as required.
6. Report regular updates, issues or operational challenges from set to production office to support scheduling and resource management.
7. Support post-production and wrap activities, including organising materials, assisting with asset handover and maintaining production records.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Asset Management | 6. Production Operations |
| 2. Equipment Operation | 7. Production Planning and Scheduling |
| 3. Inventory Management | 8. Reporting and Documentation |
| 4. Logistics Management | 9. Resource Management |
| 5. Media Asset and Metadata Management | 10. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Technical Assistant**

Additional Skills:	Additional Certifications:
• Equipment Management • Logistics Management • Technical Operations	N/A - no additional certifications are mandatory for this role

2. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A - no additional certifications are mandatory for this role

3. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A - no additional certifications are mandatory for this role

4. Floor Manager

Additional Skills:	Additional Certifications:
• Operations Management • Inventory Management • Direction	N/A - no additional certifications are mandatory for this role

5. Junior Broadcast Journalist

Additional Skills:	Additional Certifications:
• Ethical Reporting • Production Content Writing and Editing • Research and Information Synthesis	N/A - no additional certifications are mandatory for this role

6. Production Coordinator

Additional Skills:	Additional Certifications:
• Vendor Management • Procurement for Production Operations • Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital and Graphic Technician

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Media Content Cataloguing • Technical Support	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Editor-in-Chief



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV News / Radio News)

Job Purpose



Provides overall editorial leadership for TV and Radio news by setting editorial direction, upholding journalistic standards and making final content decisions. The Editor-in-Chief ensures news output is accurate, ethical, compliant, timely and aligned with station policies, public interest obligations and audience expectations.

Key Activities

1. Set and lead the editorial strategy for TV and radio news, defining priorities, coverage focus, tone and standards in line with organisational objectives and public interest responsibilities.
2. Make final editorial decisions on news content, including scripts, reports, breaking news coverage and sensitive stories, taking direct responsibility for content broadcast.
3. Ensure all news output adheres to journalistic ethics, regulatory requirements, editorial policies and platform-specific guidelines.
4. Oversee newsroom operations and workflows, coordinating with production, research and technical teams to ensure timely and efficient content delivery.
5. Monitor and review editorial output and audience response, implementing corrective actions to improve content quality, relevance and engagement.
6. Manage editorial resources, including staffing priorities and budget considerations, in collaboration with senior management.
7. Build and maintain relationships with key external stakeholders, newsmakers and institutions to support credible, timely and impactful news coverage.

Prime Skills

- | | |
|---|--|
| 1. Budget Management and Cost Management | 9. Ethics |
| 2. Business Environment Analytics | 10. Values and Legislation |
| 3. Business Intelligence | 11. Guided Storytelling |
| 4. Compliance Strategy Development | 12. Market Intelligence |
| 5. Content Compliance Review | 13. Media Law and Compliance |
| 6. Creative Review and Iteration Management | 14. Operations Management |
| 7. Crisis Management | 15. People and Performance Management |
| 8. Ethical Reporting | 16. Policy Implementation and Revision |

17. Quality Assurance and Quality Control

20. Risk Management

18. Regulatory Compliance

21. Strategy Development and Implementation Management

19. Resource Management

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Executive Producer

Additional Skills:

- Concept Creation
- Project Feasibility Assessment
- Project Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Creative Director

Additional Skills:

- Production Operations
- Production Design
- Visual Style Development

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Head of Content Services and Compliance

Additional Skills:

- Compliance Review and Reporting
- Incident Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Head of Creative Services

Additional Skills:

- Brand Guideline Development
- Marketing Campaign Management
- Marketing Communications Plan Development

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

6. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

News Editor



Production

Technical

Sales and Advertising

Support

Cluster

Content Production and Programming (Content Development)
(TV News)

Job Purpose



Manages and assigns news coverage, edits and oversees content for TV and digital platforms, ensuring accuracy, clarity, and alignment with editorial priorities.

Key Activities

1. Assign and manage news stories and coverage to Journalists and reporters across TV and digital platforms, ensuring timely and accurate reporting.
2. Review and edit scripts, news copy, and digital content for clarity, accuracy, narrative flow and adherence to editorial standards.
3. Coordinate with Producers, Anchors and technical teams to align story priorities, scheduling, and broadcast readiness.
4. Monitor breaking news and emerging stories, reallocating resources and assignments to ensure coverage of key events.
5. Ensure all content complies with legal, ethical and regulatory standards, including copyright, broadcast guidelines and cultural sensitivities.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Business Environment Analytics | 10. Media Law and Compliance |
| 2. Communications Channel Management | 11. People and Performance Management |
| 3. Content Compliance Review | 12. Production Content Writing and Editing |
| 4. Cultural Awareness and Sensitivity | 13. Production Planning and Scheduling |
| 5. Ethical Reporting | 14. Quality Assurance and Quality Control |
| 6. Ethics | 15. Regulatory Compliance |
| 7. Values and Legislation | 16. Reporting and Documentation |
| 8. Guided Storytelling | 17. Resource Management |
| 9. Knowledge of Legal and Compliance | 18. Rules-Based Copy Editing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. News Producer**

Additional Skills:	Additional Certifications:
- Budget Management and Cost Management - Production Operations - Project Management	N/A – no additional certifications are mandatory for this role

2. Radio Producer

Additional Skills:	Additional Certifications:
- Project Management - Concept Creation - Production Operations	N/A – no additional certifications are mandatory for this role

3. Show Producer

Additional Skills:	Additional Certifications:
- Production Operations - Project Management - Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

4. Director

Additional Skills:	Additional Certifications:
- Creative Execution - Production Operations - Direction	N/A – no additional certifications are mandatory for this role

5. Editor-in-Chief

Additional Skills:	Additional Certifications:
- Operations Management - Compliance Strategy Development - Risk Management	N/A – no additional certifications are mandatory for this role

6. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
- Compliance Strategy Development - Policy Implementation and Revision - Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A - no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

News Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV News)

Job Purpose



Plans, coordinates, and oversees news content production for TV and digital platforms, ensuring accurate, timely, and engaging broadcasts while managing editorial, talent, and technical teams.

Key Activities

1. Develop and maintain the editorial structure and format of news broadcasts, including show rundowns, segment flow, timing and story sequencing, tailored to TV and digital platforms
2. Lead pre-production planning, working with reporters, Journalists, Editors, technical and creative teams to prepare scripts, briefs, schedules, logistics and rehearsal plans within approved budgets and timelines
3. Assign and coordinate news stories, reporters, presenters and contributors, ensuring all content is production-ready, accurate, and aligned with editorial priorities
4. Oversee production execution, managing cues, segment timing and breaking news coordination, escalating editorial judgement calls in line with editorial governance
5. Collaborate closely with Directors, Editors and post-production teams to ensure consistency in tone, narrative and style across news outputs
6. Plan, coordinate and manage production locations, including live remote broadcasts and field reporting, to ensure availability, readiness, and alignment with news priorities
7. Conduct post-broadcast reviews and performance evaluations, incorporating audience insights, breaking news feedback and stakeholder input to continuously improve content quality and engagement
8. Monitor incoming news and emerging stories, reallocating resources and adjusting rundowns to ensure comprehensive and timely coverage
9. Ensure production execution adheres to editorial standards, regulatory requirements and newsroom compliance protocols

Prime Skills

- | | |
|---|--|
| 1. Budget Management and Cost Management | 8. Guided Storytelling |
| 2. Business Environment Analytics | 9. Location Planning and Coordination |
| 3. Content Compliance Review | 10. Media Law and Compliance |
| 4. Creative Review and Iteration Management | 11. Narrative Design |
| 5. Crisis Management | 12. People and Performance Management |
| 6. Ethics | 13. Production Operations |
| 7. Values and Legislation | 14. Production Planning and Scheduling |

15. Project Management	18. Technical Operations
16. Quality Assurance and Quality Control	19. Workplace Safety and Health
17. Resource Management	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Show Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Permit Management • Creative Execution	N/A – no additional certifications are mandatory for this role

2. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Direction • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

3. Editor-in-Chief

Additional Skills:	Additional Certifications:
• Operations Management • Compliance Strategy Development • Risk Management	N/A – no additional certifications are mandatory for this role

4. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Policy Implementation and Revision • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

6. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A - no additional certifications are mandatory for this role

7. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A - no additional certifications are mandatory for this role

8. News Editor

Additional Skills:	Additional Certifications:
• Ethical Reporting • Production Content Writing and Editing • Regulatory Compliance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Radio Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(Radio / Radio News)

Job Purpose



Leads the planning and delivery of live and recorded radio programmes by shaping content, coordinating talent and technical teams and managing on-air execution. The Radio Producer ensures programmes are engaging, accurate, technically sound and aligned with programming strategy, audience expectations and broadcast standards.

Key Activities

1. Plan, develop and produce radio programmes, including defining show formats, segment structure, timing and editorial flow.
2. Lead content development by researching topics, generating programme ideas and overseeing scriptwriting, rundowns and cue sheets for programme delivery.
3. Coordinate closely with presenters, announcers, guests, journalists and contributors to ensure clear communication and smooth programme execution.
4. Work with music and sound personnel to manage music selection, sound effects, transitions and overall audio quality.
5. Oversee operations during filming and broadcasts, monitoring timing, cues and technical readiness and making real-time adjustments where required.
6. Ensure radio content complies with editorial guidelines, regulatory requirements and platform-specific standards.
7. Manage production schedules and workflows, ensuring programmes are delivered on time and aligned with station programming objectives.
8. Conduct post-show reviews and collaborate with editorial and technical teams to improve programme quality, audience engagement and future content planning.

Prime Skills

- | | |
|---|--|
| 1. Budget Management and Cost Management | 8. Guided Storytelling |
| 2. Concept Creation | 9. Media Law and Compliance |
| 3. Content Compliance Review | 10. Narrative Design |
| 4. Creative Review and Iteration Management | 11. People and Performance Management |
| 5. Crisis Management | 12. Production Operations |
| 6. Ethics | 13. Production Planning and Scheduling |
| 7. Values and Legislation | 14. Project Management |

15. Quality Assurance and Quality Control

17. Script Comprehension and Interpretation

16. Resource Management

18. Sound Design and Creation

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Show Producer****Additional Skills:**

- Creative Execution
- Location Planning and Coordination
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. News Producer**Additional Skills:**

- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Director**Additional Skills:**

- Creative Execution
- Direction
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Editor-in-Chief**Additional Skills:**

- Operations Management
- Compliance Strategy Development
- Risk Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Executive Producer**Additional Skills:**

- Project Feasibility Assessment
- Compliance Strategy Development
- Financial Planning and Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Policy Implementation and Revision • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

7. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Senior Broadcast Journalist



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV News / Radio News)

Job Purpose



Leads in-depth newsgathering and field-based journalism by researching, investigating and producing news content for TV and radio. The role focuses on story development, editorial judgement and on-location reporting rather than studio presentation.

Key Activities

1. Leads on-the-ground investigations and research for assigned beats, developing credible, newsworthy stories through interviews, document reviews and source verification.
2. Produce and deliver field reports, live crosses or pre-recorded segments from location outside the studio for TV and radio platforms.
3. Work with Scriptwriters to develop news scripts and reports that present complex information clearly, accurately and impartially.
4. Assess newsworthiness, determine story angles and prioritise information based on public interest, editorial value and timeliness.
5. Provide editorial oversight for assigned stories, ensuring accuracy, ethical integrity and compliance with journalistic standards.
6. Coordinate closely with Producers, Editors and technical crews to ensure timely and high-quality news delivery.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Business Environment Analytics | 8. Market Intelligence |
| 2. Content Compliance Review | 9. Microphone Technique |
| 3. Creative Storytelling | 10. People and Performance Management |
| 4. Cultural Awareness and Sensitivity | 11. Production Content Writing and Editing |
| 5. Ethical Reporting | 12. Prompt Engineering |
| 6. Guided Storytelling | 13. Research and Information Synthesis |
| 7. Interviewing Techniques | 14. Rules-Based Copy Editing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

2. News Producer

Additional Skills:	Additional Certifications:
• Media Law and Compliance • Production Operations • Project Management	N/A – no additional certifications are mandatory for this role

3. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

4. Radio Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

5. Show Producer

Additional Skills:	Additional Certifications:
• Production Operations • Concept Creation • Project Management	N/A – no additional certifications are mandatory for this role

6. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Script Comprehension and Interpretation • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Vendor Management	N/A – no additional certifications are mandatory for this role

8. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

9. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

10. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

11. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

12. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

14. Digital Editorial

Additional Skills:	Additional Certifications:
• Operations Management • Media Platforms Management • Media Law and Compliance	N/A – no additional certifications are mandatory for this role

15. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Direction • Production Operations	N/A – no additional certifications are mandatory for this role

16. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

17. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

18. News Editor

Additional Skills:	Additional Certifications:
• Media Law and Compliance • Production Planning and Scheduling • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Post-Production Producer

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Production Operations • Project Management	N/A – no additional certifications are mandatory for this role

20. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

21. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

22. Set Designer

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

23. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

24. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Sound Editor

Additional Skills:	Additional Certifications:
- Digital Audio Workstation Sound Editing - Sound Editing - Sound Mixing	N/A – no additional certifications are mandatory for this role

26. Storyboard Artist

Additional Skills:	Additional Certifications:
- Storyboarding - Script Comprehension and Interpretation - Narrative Design	N/A – no additional certifications are mandatory for this role

27. Video Editor

Additional Skills:	Additional Certifications:
- Motion Graphics - Video Editing - Visual Style Development	N/A – no additional certifications are mandatory for this role

28. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
- Digital Image Production - Digital Lighting - Motion Graphics - Video Editin	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Junior Broadcast Journalist



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV News / Radio News)

Job Purpose



Supports the development and delivery of news content by conducting research, assisting with field reporting and preparing materials that enable accurate, timely and credible TV and radio news coverage.

Key Activities

1. Research assigned stories by following leads, gathering information, verifying facts and compiling background materials.
2. Assist in developing story angles and coverage plans during editorial discussions and newsroom briefings.
3. Support field reporting through interview preparation, transcription and note-taking.
4. Collaborate with Scriptwriters to develop news scripts and reports that present complex information clearly, accurately and impartially.
5. Maintain journalistic standards by ensuring accuracy, balance and compliance within newsroom guidelines.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Audio-to-Text Transcription | 9. Media Asset and Metadata Management |
| 2. Creative Storytelling | 10. Microphone Technique |
| 3. Cultural Awareness and Sensitivity | 11. Production Content Writing and Editing |
| 4. Ethical Reporting | 12. Prompt Engineering |
| 5. Ethics | 13. Reporting and Documentation |
| 6. Values and Legislation | 14. Research and Information Synthesis |
| 7. Guided Storytelling | 15. Rules-Based Copy Editing |
| 8. Interviewing Techniques | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

4. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Script Comprehension and Interpretation • Visual Style Development	N/A – no additional certifications are mandatory for this role

5. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Vendor Management	N/A – no additional certifications are mandatory for this role

6. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

8. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

9. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A - no additional certifications are mandatory for this role

10. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A - no additional certifications are mandatory for this role

11. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A - no additional certifications are mandatory for this role

12. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

14. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

15. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

16. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

17. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

18. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

20. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Brand Guideline Development • Visual Style Development	N/A – no additional certifications are mandatory for this role

21. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

22. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

23. Senior Broadcast Journalist

Additional Skills:	Additional Certifications:
• Content Compliance Review • Market Intelligence	N/A – no additional certifications are mandatory for this role

24. Set Decorator

Additional Skills:	Additional Certifications:
• Creative Execution • Inventory Management • Production Operations • Set Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

26. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Photo / Video Journalist



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Development)
(TV News)

Job Purpose



Captures accurate, compelling and ethically produced visual content that documents news events and enhances editorial storytelling for TV and digital news platforms.

Key Activities

1. Capture high-quality photographs and video footage that accurately document news events, features and human interest stories in dynamic field environments.
2. Collaborate with Journalists, Editors and Producers to plan and execute visual storytelling across photo and video formats, aligned with editorial intent.
3. Make real-time decisions on framing, composition, lighting, camera angles and timing to capture newsworthy moments, ensuring both photo and video content effectively reflect the stories being reported.
4. Edit, select, caption and produce images and video clips to ensure proper context, clarity, factual accuracy and broadcast or digital readiness.
5. Uphold strict ethical standards of journalism, avoiding staging or manipulation of visual content.
6. Operate, maintain and secure photography and video equipment, ensuring readiness for local and overseas assignments.
7. Archive and manage image and video assets with accurate metadata for newsroom access and long-term editorial use.
8. Ensure visual content complies with editorial standards, legal requirements, privacy considerations and regulatory obligations.

Prime Skills

- | | |
|-----------------------------------|---|
| 1. Asset Management | 9. Values and Legislation |
| 2. Business Environment Analytics | 10. File Version Control and Management |
| 3. Camera Operations | 11. Image Development |
| 4. Creative Execution | 12. Knowledge of Legal and Compliance |
| 5. Creative Storytelling | 13. Lighting Operations |
| 6. Equipment Operation | 14. Media Asset and Metadata Management |
| 7. Ethical Reporting | 15. People and Performance Management |
| 8. Ethics | 16. Photographic Image Manipulation |

17. Photography	20. Reporting and Documentation
18. Production Content Writing and Editing	21. Video Editing
19. Quality Assurance and Quality Control	22. Visual Design and Communication Principles

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:

- Production Operations
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:

- Production Planning and Scheduling
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Assistant Director

Additional Skills:

- Production Operations
- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:

- Production Operations
- Production Planning and Scheduling
- Vendor Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Media File Formats Conformation • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Director

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Direction • Production Operations	N/A – no additional certifications are mandatory for this role

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

13. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Production Operations • Project Management	N/A – no additional certifications are mandatory for this role

15. Post-Production Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Production Operations • Project Management	N/A – no additional certifications are mandatory for this role

16. Radio Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Customer Acquisition and Retention Management - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

18. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

19. Set Designer

Additional Skills:	Additional Certifications:
- Production Operations - Production Design - Set Design	N/A – no additional certifications are mandatory for this role

20. Show Producer

Additional Skills:	Additional Certifications:
- Production Operations - Project Management - Content Compliance Review	N/A – no additional certifications are mandatory for this role

21. Social Media Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Social Media Content Creation - Social Media Marketing	N/A – no additional certifications are mandatory for this role

22. Social Media Producer

Additional Skills:	Additional Certifications:
- Production Operations - Project Management - Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Sound Editor

Additional Skills:	Additional Certifications:
- Digital Audio Workstation Sound Editing - Sound Editing - Sound Mixing	N/A – no additional certifications are mandatory for this role

24. Storyboard Artist

Additional Skills:	Additional Certifications:
- Storyboarding - Script Comprehension and Interpretation - Narrative Design	N/A – no additional certifications are mandatory for this role

25. Video Editor

Additional Skills:	Additional Certifications:
- Motion Graphics - Visual Collaterals Production - Visual Style Development	N/A – no additional certifications are mandatory for this role

26. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
- Digital Image Production - Digital Lighting - Motion Graphics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Executive Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Radio / Digital / TV News / Radio News)

Job Purpose



Provides overall strategic, financial and delivery oversight of a production, from concept development to final release. The Executive Producer ensures projects are commercially viable, appropriately financed and aligned with broadcaster or platform objectives, while meeting industry standards and audience expectations.

Key Activities

1. Identify, evaluate and approve content concepts and projects, ensuring alignment with broadcaster or platform strategy, audience demand and commercial potential.
2. Lead the securing of financing, sponsorships and distribution arrangements, including pitching to commissioners, investors and partners and negotiating commercial terms.
3. Provide strategic and financial oversight across the production lifecycle, approving budgets, monitoring progress against milestones and ensuring delivery on time and within approved parameters.
4. Oversee key stakeholder relationships, including broadcasters, studios, investors, regulators and distribution partners, to ensure project sustainability and compliance.
5. Ensure creative outputs remain aligned with strategic and commercial objectives, working with Directors and Producers without engaging in day-to-day creative execution.
6. Provide final approval on content and related deliverables, including finished programmes and promotional materials prior to release or broadcast.

Prime Skills

- | | |
|---|--|
| 1. Budget Management and Cost Management | 10. Values and Legislation |
| 2. Business Environment Analytics | 11. Financial Acumen |
| 3. Business Opportunities Development | 12. Financial Planning and Analysis |
| 4. Compliance Strategy Development | 13. Market Intelligence |
| 5. Concept Creation | 14. Market Profiling |
| 6. Content Compliance Review | 15. Media Law and Compliance |
| 7. Creative Review and Iteration Management | 16. People and Performance Management |
| 8. Crisis Management | 17. Policy Implementation and Revision |
| 9. Ethics | 18. Project Feasibility Assessment |

19. Project Management	22. Risk Management
20. Quality Assurance and Quality Control	23. Strategy Development and Implementation Management
21. Regulatory Compliance	

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Creative Director

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Visual Style Development	N/A - no additional certifications are mandatory for this role

2. Editor-in-Chief

Additional Skills:	Additional Certifications:
• Operations Management • Guided Storytelling • Ethical Reporting	N/A - no additional certifications are mandatory for this role

3. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Incident Management • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

4. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Marketing Communications Plan Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

6. Head of Operations

Additional Skills:	Additional Certifications:
• Business Process Management • Incident Management • Operations Management	N/A – no additional certifications are mandatory for this role

7. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Show Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Digital)

Job Purpose



Oversees the editorial, creative and operational execution of production, translating commissioned concepts into structured, consistent and engaging content. The Show Producer ensures production outputs meet editorial content, production standards, schedules and audience expectations across its full lifecycle.

Key Activities

1. Develop and maintain editorial structure and format of the show, including film / show outlines, rundowns, narrative arcs, segment flow and timing, tailored to the intended platform and audience.
2. Lead pre-production planning, working with production, technical and creative teams to prepare scripts, briefs, schedules, logistics and rehearsal plans within approved budgets and timelines.
3. Coordinate talent, presenters, contributors and production teams, ensuring all creative and technical elements are aligned and production-ready.
4. Oversee production execution, managing cues, timing and editorial decisions to maintain content quality, pacing and compliance.
5. Work closely with Directors, Editors and post-production teams to ensure consistency and quality in tone, narrative and style of production outputs.
6. Conduct post-production reviews and performance evaluations, incorporating feedback, audience insights and stakeholder input to continuously improve content quality and engagement.
7. Plan, coordinate and manage production locations from an execution perspective, working with Directors and Production Managers to ensure locations are available, production-ready and aligned with editorial, creative, logistical and compliance requirements.

Prime Skills

- | | |
|---|---|
| 1. Budget Management and Cost Management | 9. Location Planning and Coordination |
| 2. Concept Creation | 10. Narrative Design |
| 3. Content Compliance Review | 11. People and Performance Management |
| 4. Creative Execution | 12. Permit Management |
| 5. Creative Review and Iteration Management | 13. Production Operations |
| 6. Crisis Management | 14. Production Planning and Scheduling |
| 7. Direction | 15. Project Management |
| 8. Guided Storytelling | 16. Quality Assurance and Quality Control |

17. Resource Management

20. Visual Style Development

18. Script Comprehension and Interpretation

21. Workplace Safety and Health

19. Vendor Management

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Radio Producer****Additional Skills:**

- Sound Design and Creation
- Media Law and Compliance

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. News Producer**Additional Skills:**

- Ethics
- Values and Legislation
- Media Law and Compliance

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Creative Director**Additional Skills:**

- Production Operations
- Production Design
- Visual Style Development

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Director**Additional Skills:**

- Creative Storytelling
- Storyboarding

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Executive Producer

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Project Feasibility Assessment • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

6. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Policy Implementation and Revision • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

7. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

9. Head of Operations

Additional Skills:	Additional Certifications:
• Strategy Development and Implementation • Policy Implementation and Revision • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

10. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Director



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Digital)

Job Purpose



Leads the creative execution of a production by translating scripts and concepts into compelling visual and narrative content. The Director shapes storytelling, performance and visual style across pre-production, production and post-production to deliver content that meets creative intent, technical standards and audience expectations.

Key Activities

1. Define and articulate the creative vision of the production, including storytelling approach, visual style, tone and pacing, in collaboration with Producers and writers during pre-production.
2. Guide script and storyboarding development, providing creative direction on narrative structure, scene composition and emotional impact to ensure coherence with the intended vision.
3. Direct on-set production, leading cast and crew by shaping performances, camera movement, shot composition and rhythm for productions.
4. Collaborate closely with technical and creative departments to ensure creative intent is executed consistently and to broadcast standards.
5. Oversee post-production from a creative perspective, working with editors, sound designers, colourists and VFX teams to achieve the final cut, sound mix and overall aesthetic.
6. Approve production locations from a creative perspective, ensuring they support narrative intent, visual style and performance requirements, while aligning with technical, safety and operational constraints.

Prime Skills

- | | |
|---|---|
| 1. Concept Creation | 9. People and Performance Management |
| 2. Creative Execution | 10. Production Operations |
| 3. Creative Review and Iteration Management | 11. Quality Assurance and Quality Control |
| 4. Creative Storytelling | 12. Script Comprehension and Interpretation |
| 5. Direction | 13. Storyboarding |
| 6. Guided Storytelling | 14. Visual Style Development |
| 7. Location Planning and Coordination | 15. Workplace Safety and Health |
| 8. Narrative Design | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Radio Producer

Additional Skills:

- Project Management
- Content Compliance Review
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Executive Producer

Additional Skills:

- Business Opportunities Development
- Project Feasibility Assessment
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Head of Content Services and Compliance

Additional Skills:

- Compliance Strategy Development
- Policy Implementation and Revision
- Regulatory Compliance

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Head of Creative Services

Additional Skills:

- Brand Guideline Development
- Marketing Campaign Management
- Strategy Development and Implementation Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Head of Marketing

Additional Skills:

- Marketing Campaign Management
- Communications Plan Development
- Media Strategy Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Production Manager



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Digital / TV News)

Job Purpose



Leads the operational delivery of productions by managing logistics, budgets, schedules and resources to ensure projects are executed efficiently, safely and within approved financial and time constraints.

Key Activities

1. Plan and manage all operational aspects of production from pre-production through wrap, ensuring smooth day-to-day execution.
2. Develop and track production budgets and schedules in collaboration with the Show Producer, identifying risks and implementing contingencies.
3. Set up and oversee the production office, including onboarding production staff and establishing administrative workflows.
4. Manage vendors, suppliers and service providers, including procurement, contracting and performance monitoring.
5. Coordinate logistics for cast, crew, locations, equipment, insurance and transport in line with production needs.
6. Ensure production operations comply with organisational policies, insurance requirements, workplace safety standards and applicable regulatory obligations.
7. Monitor production progress and expenditure, reporting variances and recommending corrective actions.
8. Support post-production by coordinating vendor engagement and ensuring timely handover of materials and deliverables.
9. Manage production locations from a logistical and operational perspective, including access, permits, schedules, safety readiness, equipment movement and vendor.

Prime Skills

- | | |
|--|--|
| 1. Budget Management and Cost Management | 9. Procurement for Production Operations |
| 2. Contract Management | 10. Production Operations |
| 3. Incident Management | 11. Production Planning and Scheduling |
| 4. Location Planning and Coordination | 12. Regulatory Compliance |
| 5. Logistics Management | 13. Reporting and Documentation |
| 6. Operations Management | 14. Resource Management |
| 7. People and Performance Management | 15. Risk Management |
| 8. Permit Management | 16. Transportation Management |

17. Vendor Management

18. Workplace Safety and Health

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

Direction

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Radio Producer**Additional Skills:**

- Concept Creation
- Project Management
- Content Compliance Review

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Assistant Director**Additional Skills:**

- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Assistant Producer**Additional Skills:**

- Production Content Writing and Editing
- Creative Review and Iteration Management
- Market Research and Analytics

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Casting Manager**Additional Skills:**

- Talent Casting
- Script Comprehension and Interpretation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Community Development Specialist

Additional Skills:

- Community Engagement
- Communications Channel Management
- Customer Experience Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

7. Content Strategist

Additional Skills:

- Business Opportunities Development
- Concept Creation
- Market Research and Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Editor

Additional Skills:

- Language and Localisation Proficiency
- Production Content Writing and Editing
- Rules-Based Copy Editing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:

- Costume Design and Conceptualisation
- Cultural Awareness and Sensitivity
- Fabric and Material Design

Additional Certifications:

N/A – no additional certifications are mandatory for this role

10. Creative Content Manager

Additional Skills:

- Concept Creation
- Creative Execution
- Marketing Campaign Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

11. Creative Marketing Manager

Additional Skills:

- Creative Execution
- Creative Review and Iteration Management
- Marketing Campaign Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Direction • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

13. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

14. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

15. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Database Management • Media Asset and Metadata Management	N/A – no additional certifications are mandatory for this role

16. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Quality Assurance and Quality Control • Project Management	N/A – no additional certifications are mandatory for this role

17. Post-Production Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Project Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Customer Acquisition and Retention Management - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

19. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

20. Set Designer

Additional Skills:	Additional Certifications:
- Visual Style Development - Production Design - Set Design	N/A – no additional certifications are mandatory for this role

21. Show Producer

Additional Skills:	Additional Certifications:
- Concept Creation - Project Management - Content Compliance Review	N/A – no additional certifications are mandatory for this role

22. Social Media Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Social Media Content Creation - Social Media Marketing	N/A – no additional certifications are mandatory for this role

23. Social Media Producer

Additional Skills:	Additional Certifications:
- Quality Assurance and Quality Control - Project Management - Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

25. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

26. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

27. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Production Coordinator



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Digital / TV News)

Job Purpose



Coordinates schedules, communication, logistics and documentation to support efficient production workflows across departments.

Key Activities

1. Coordinate production schedules, call sheets and daily logistics to ensure activities remain aligned with timelines.
2. Act as the central communication point between departments, vendors and crew, ensuring timely information flow.
3. Support equipment, travel, accommodation and location arrangements for cast and crew
4. Maintain accurate production records, contracts, reports and documentation for compliance and audit purposes.
5. Track production progress and flag logistical or scheduling issues for escalation to the Production Manager.
6. Assist with basic budget tracking, invoice processing and cost documentation under supervision.
7. Coordinate asset movement and handover between production and post-production teams.
8. Support final delivery by organising documentation and materials required by broadcasters or platforms.

Prime Skills

- | | |
|--|--|
| 1. Contract Management | 9. Procurement for Production Operations |
| 2. Inventory Management | 10. Production Operations |
| 3. Location Planning and Coordination | 11. Production Planning and Scheduling |
| 4. Logistics Management | 12. Reporting and Documentation |
| 5. Media Asset and Metadata Management | 13. Resource Management |
| 6. Media Content Cataloguing | 14. Transportation Management |
| 7. Operations Management | 15. Vendor Management |
| 8. Permit Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Operations Management • Incident Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

3. Production Manager

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Incident Management • Risk Management	N/A – no additional certifications are mandatory for this role

4. Assistant Director

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Visual Style Development • People and Performance Management	N/A – no additional certifications are mandatory for this role

5. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Content Writing and Editing • Budget Management and Cost Management • Creative Review and Iteration Management	N/A – no additional certifications are mandatory for this role

6. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

8. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

9. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Developmen	N/A - no additional certifications are mandatory for this role

10. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A - no additional certifications are mandatory for this role

11. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A - no additional certifications are mandatory for this role

12. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

14. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

15. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Risk Management • Workplace Safety and Health • Incident Management	N/A – no additional certifications are mandatory for this role

16. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

17. Media Asset Management (MAM) Coordinator

Additional Skills:	Additional Certifications:
• Database Management • Media File Formats Conformation • Media Content Cataloguing	N/A – no additional certifications are mandatory for this role

18. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Database Management • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

20. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

21. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

22. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

23. Set Decorator

Additional Skills:	Additional Certifications:
• Creative Execution • Prop Design • Set Design • Visual Style Development	N/A – no additional certifications are mandatory for this role

24. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Lead Floor Manager



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Digital / TV News)

Job Purpose



Leads and oversees studio floor operations, ensuring safe, efficient, and seamless execution of live and recorded broadcasts while coordinating talent, crew, and technical teams.

Key Activities

1. Lead and oversee studio floor operations across productions, ensuring readiness, coordination and execution standards are consistently met for live and recorded broadcasts.
2. Plan, direct and supervise studio floor preparation, including rehearsals, set readiness, talent positioning and audience logistics, while assigning and guiding Floor Managers and floor crew.
3. Act as the primary floor operations liaison with the Director and control room, translating creative and technical intent into coordinated on-floor execution and managing escalations during live production.
4. Oversee floor movement, timing and transitions across cameras, set changes and segments, proactively resolving conflicts and ensuring continuity with minimal disruption.
5. Maintain overall responsibility for floor safety and operational compliance, coordinating with safety officers, engineering and technical leads to identify risks, implement controls and enforce best practices.
6. Lead real-time problem resolution for complex or high-risk on-floor issues, making operational decisions and coordinating cross-functional teams under live broadcast conditions.

Prime Skills

- | | |
|--------------------------------------|---------------------------------------|
| 1. Direction | 6. Production Operations |
| 2. Inventory Management | 7. Production Planning and Scheduling |
| 3. Logistics Management | 8. Resource Management |
| 4. Operations Management | 9. Risk Management |
| 5. People and Performance Management | 10. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Production Manager

Additional Skills:	Additional Certifications:
• Procurement for Production Operations • Vendor Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

2. Assistant Director

Additional Skills:	Additional Certifications:
• Visual Style Development • Location Planning and Coordination • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

3. Assistant Producer

Additional Skills:	Additional Certifications:
• Vendor Management • Budget Management and Cost Management • Production Content Writing and Editing	N/A – no additional certifications are mandatory for this role

4. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

5. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

6. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

8. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

9. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

10. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

11. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Direction • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Marketing Communications Plan Development - Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. News Producer

Additional Skills:	Additional Certifications:
- Content Compliance Review - Budget Management and Cost Management - Project Management	N/A – no additional certifications are mandatory for this role

15. Post-Production Producer

Additional Skills:	Additional Certifications:
- Budget Management and Cost Management - Content Compliance Review - Project Management	N/A – no additional certifications are mandatory for this role

16. Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Customer Acquisition and Retention Management - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

17. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

18. Set Designer

Additional Skills:	Additional Certifications:
- Visual Style Development - Production Design - Set Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Show Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Project Management • Creative Execution	N/A – no additional certifications are mandatory for this role

20. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

21. Social Media Producer

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

22. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

23. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

24. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
- Digital Image Production - Digital Lighting - Motion Graphics - Video Editing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Floor Manager



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Digital / TV News)

Job Purpose



Manages studio floor operations and talent/crew coordination during productions, serving as the real-time communication link between the Director, control room and the floor.

Key Activities

1. Prepare studio floor for production, coordinating rehearsals, set readiness, talent positioning and audience logistics where relevant.
2. Relay cues and instructions from the Director/control room to talent and floor crew in real-time.
3. Coordinate floor movement and timing to support camera shots, transitions and set changes with minimal disruption.
4. Monitor floor safety and operational readiness, working with safety officers and technical teams to address risks promptly.
5. Resolve on-floor issues through rapid coordination with engineering, production and technical crew.
6. Oversee wrap procedures, including equipment resets, studio restoration and handover notes for subsequent productions.

Prime Skills

- | | |
|--------------------------|---------------------------------------|
| 1. Asset Management | 7. Production Operations |
| 2. Direction | 8. Production Planning and Scheduling |
| 3. Incident Management | 9. Reporting and Documentation |
| 4. Inventory Management | 10. Resource Management |
| 5. Logistics Management | 11. Workplace Safety and Health |
| 6. Operations Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

3. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A - no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:	Additional Certifications:
• Vendor Management • Budget Management and Cost Management • Production Content Writing and Editing	N/A - no additional certifications are mandatory for this role

5. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A - no additional certifications are mandatory for this role

6. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A – no additional certifications are mandatory for this role

9. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

10. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

11. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

12. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

14. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

15. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

16. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

17. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

18. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

20. Set Decorator

Additional Skills:	Additional Certifications:
• Creative Execution • Inventory Management • Procurement for Production Operations • Set Design	N/A – no additional certifications are mandatory for this role

21. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Assistant Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Radio / Digital / TV News / Radio News)

Job Purpose



Supports the Producer across content development and production by coordinating editorial, logistical and administrative activities. The Assistant Producer ensures content is accurately developed, well-coordinated and delivered on schedule, while maintaining creative alignment, stakeholder communication and production standards.

Key Activities

1. Conduct research and source content, contributors, visuals and references to support story development and editorial direction.
2. Assist with script development, editing and content refinement to ensure alignment with programme objectives and production plans.
3. Track production schedules, deliverables and milestones across development and production.
4. Coordinate with cast, crew, contributors and external partners, supporting casting calls, auditions, contracts and on-set requirements.
5. Prepare and maintain production documentation, reports and compliance materials in line with broadcast and organisational standards.
6. Monitor production progress through reports and updates, flagging risks, delays or resource issues to the Producer.
7. Support budget tracking and funding activities by assisting with cost breakdowns, sponsorship research and proposal preparation.
8. Coordinate post-production handovers, including organising edit viewings, managing feedback and ensuring timely delivery of final assets.

Prime Skills

- | | |
|---|--|
| 1. Budget Management and Cost Management | 9. Production Operations |
| 2. Contract Management | 10. Production Planning and Scheduling |
| 3. Creative Review and Iteration Management | 11. Reporting and Documentation |
| 4. Data Visualisation and Dashboard Development | 12. Research and Information Synthesis |
| 5. Guided Storytelling | 13. Resource Management |
| 6. Market Research and Analytics | 14. Script Supervision |
| 7. People and Performance Management | 15. Vendor Management |
| 8. Production Content Writing and Editing | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

- Operations Management
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager**Additional Skills:**

- Procurement for Production Operations
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Radio Producer**Additional Skills:**

- Guided Storytelling
- Content Compliance and Review
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Director**Additional Skills:**

- Visual Style Development
- Location Planning and Coordination
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Casting Manager**Additional Skills:**

- Talent Casting
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Community Development Specialist

Additional Skills:	Additional Certifications:
- Community Engagement - Communications Channel Management - Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Compliance Manager

Additional Skills:	Additional Certifications:
- Compliance Review and Reporting - Media Law and Compliance - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

8. Content Strategist

Additional Skills:	Additional Certifications:
- Business Opportunities Development - Concept Creation - Demand and Supply Analytics	N/A – no additional certifications are mandatory for this role

9. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
- Language and Localisation Proficiency - Quality Assurance and Quality Control - Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

10. Costume Designer

Additional Skills:	Additional Certifications:
- Costume Design and Conceptualisation - Cultural Awareness and Sensitivity - Fabric and Material Design	N/A – no additional certifications are mandatory for this role

11. Creative Content Manager

Additional Skills:	Additional Certifications:
- Concept Creation - Creative Execution - Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

13. Director

Additional Skills:	Additional Certifications:
• Direction • Creative Execution • Visual Style Development	N/A – no additional certifications are mandatory for this role

14. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

15. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

16. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
• Database Management • Media Asset and Metadata Management • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

17. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Quality Assurance and Quality Control • Project Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Post-Production Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Project Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

19. Production Manager

Additional Skills:	Additional Certifications:
• Procurement for Production Operations • Production Planning and Scheduling • Permit Management	N/A – no additional certifications are mandatory for this role

20. Quality Assurance Manager

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Compliance Review and Reporting • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

21. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

22. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Profiling • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

23. Set Designer

Additional Skills:	Additional Certifications:
• Set Design • Operations Management • Production Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Show Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Project Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

25. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

26. Social Media Producer

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

27. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

28. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

29. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
- Digital Image Production - Digital Lighting - Motion Graphics - Video Editing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Script Supervisor



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Radio / Digital)

Job Purpose



Ensures narrative, visual and timing continuity during production by maintaining accurate script records and detailed shot documentation, supporting compliant, efficient post-production and coherent storytelling across platforms.

Key Activities

1. Analyse scripts prior to filming to identify continuity requirements related to dialogue, action, props, wardrobe and timing.
2. Monitor filming to ensure consistency across takes, scenes and shooting days, maintaining the current marked-up script.
3. Record detailed continuity notes, scene timings and camera coverage to support post-production editing.
4. Advise the Director and Camera Operator on eyelines, shot matching and scene coverage to ensure editability.
5. Track script changes, improvisation and deviations during filming, updating records accordingly.
6. Produce and deliver accurate continuity reports, shot logs and documentation relevant to the editing team.
7. Flag continuity, narrative or content risks that may affect compliance, clarity or editorial coherence, escalating issues through production leadership.

Prime Skills

- | | |
|---|--|
| 1. Creative Review and Iteration Management | 7. Quality Assurance and Quality Control |
| 2. Creative Storytelling | 8. Reporting and Documentation |
| 3. Direction | 9. Script Comprehension and Interpretation |
| 4. File Version Control and Management | 10. Script Supervision |
| 5. Media Asset and Metadata Management | 11. Visual Style Development |
| 6. Production Operations | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Floor Manager

Additional Skills:	Additional Certifications:
• Operations Management • Inventory Management • Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

2. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

4. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

5. Assistant Director

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Location Planning and Coordination • People and Performance Management	N/A – no additional certifications are mandatory for this role

6. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Production Content Writing and Editing • Vendor Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

8. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

9. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

10. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting	N/A – no additional certifications are mandatory for this role

11. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

12. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

14. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

15. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

16. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

17. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

18. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

20. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

21. Set Decorator

Additional Skills:	Additional Certifications:
• Creative Execution • Inventory Management • Production Planning and Scheduling • Set Design	N/A – no additional certifications are mandatory for this role

22. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Assistant Director



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Digital)

Job Purpose



Supports the Director by managing on-set operations, schedules and crew coordination, ensuring productions run efficiently, safely and on time. The Assistant Director translates creative intent into structured execution during rehearsals, filming and live production.

Key Activities

1. Break down scripts to identify cast, locations, equipment, technical needs and special requirements for efficient shoot planning.
2. Develop, manage and revise shooting schedules in collaboration with the Director, Producers and department heads to optimise time and resources.
3. Lead production reces to assess locations, technical setups, access, safety risks and logistical constraints prior to filming.
4. Prepare, review and oversee daily call sheets and production schedules to ensure clear communication across cast and crew.
5. Coordinate and control on-set operations, ensuring cast, crew, locations and equipment are ready for each scheduled scenes during rehearsals and production.
6. Manage the pace and flow of filming on-set, tracking progress against schedule and implementing adjustments where necessary.
7. Act as the primary on-set liaison between the Director and crew, ensuring instructions are clearly communicated and executed.
8. Enforce safety compliance on-set, conducting briefings and mitigating risks throughout production.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Location Planning and Coordination | 6. Resource Management |
| 2. People and Performance Management | 7. Script Comprehension and Interpretation |
| 3. Production Operations | 8. Visual Style Development |
| 4. Production Planning and Scheduling | 9. Workplace Safety and Health |
| 5. Reporting and Documentation | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager**

Additional Skills:	Additional Certifications:
• Operations Management • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Procurement for Production Operations • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

3. Assistant Producer

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Production Content Writing and Editing • Vendor Management	N/A – no additional certifications are mandatory for this role

4. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management • Vendor Management	N/A – no additional certifications are mandatory for this role

5. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

6. Content Compliance Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Media Law and Compliance • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

11. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

12. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Direction	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

14. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

15. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Budget Management and Cost Management • Project Management	N/A – no additional certifications are mandatory for this role

16. Post-Production Producer

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Content Compliance Review • Project Management	N/A – no additional certifications are mandatory for this role

17. Quality Assurance Manager

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Compliance Review and Reporting • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

18. Radio Producer

Additional Skills:	Additional Certifications:
• Guided Storytelling • Content Compliance and Review • Project Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Customer Acquisition and Retention Management - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

20. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

21. Set Designer

Additional Skills:	Additional Certifications:
- Set Design - Operations Management - Production Design	N/A – no additional certifications are mandatory for this role

22. Show Producer

Additional Skills:	Additional Certifications:
- Project Management - Quality Assurance and Quality Control - Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

23. Social Media Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Social Media Content Creation - Social Media Marketing	N/A – no additional certifications are mandatory for this role

24. Social Media Producer

Additional Skills:	Additional Certifications:
- Quality Assurance and Quality Control - Project Management - Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

26. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Creative Storytelling • Narrative Design	N/A – no additional certifications are mandatory for this role

27. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Collaterals Production	N/A – no additional certifications are mandatory for this role

28. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Production Assistant



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV / Radio / Digital / TV News / Radio News)

Job Purpose



Provides logistical, administrative and on-ground support across content development, production, creative and post-production activities. The Production Assistant supports coordination between teams, helps maintain operational readiness and ensures day-to-day production tasks are executed efficiently and accurately.

Key Activities

1. Support production logistics by assisting with set preparation, call sheet distribution and coordination of cast, crew and equipment readiness.
2. Perform administrative tasks including filling production paperwork, maintaining daily logs and tracking compliance and approval documentation.
3. Assist with petty cash handling by recording expenses, managing receipts and supporting basic cost tracking under supervision.
4. Provide on-ground support during rehearsals, filming and recordings by responding to ad hoc requests from production and creative teams.
5. Facilitate communication between departments by relaying information, distributing materials and supporting coordination meetings as required.
6. Report regular updates, issues or operational challenges from set to production office to support scheduling and resource management.
7. Support post-production and wrap activities, including organising materials, assisting with asset handover and maintaining production records.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Asset Management | 6. Production Operations |
| 2. Equipment Operation | 7. Production Planning and Scheduling |
| 3. Inventory Management | 8. Reporting and Documentation |
| 4. Logistics Management | 9. Resource Management |
| 5. Media Asset and Metadata Management | 10. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Production Coordinator**

Additional Skills:	Additional Certifications:
• Vendor Management • Procurement for Production Operations • Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

2. Technical Assistant

Additional Skills:	Additional Certifications:
• Equipment Management • Logistics Management • Technical Operations	N/A - no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:	Additional Certifications:
• Operations Management • Inventory Management • Direction	N/A - no additional certifications are mandatory for this role

4. Publisher / Web Master

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Colour Grading • Visual Style Developmen	N/A - no additional certifications are mandatory for this role

5. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A - no additional certifications are mandatory for this role

6. Digital and Graphic Technician

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Media Content Cataloguing • Technical Support	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Radio Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(Radio / Radio News)

Job Purpose



Leads the planning and delivery of live and recorded radio programmes by shaping content, coordinating talent and technical teams and managing on-air execution. The Radio Producer ensures programmes are engaging, accurate, technically sound and aligned with programming strategy, audience expectations and broadcast standards.

Key Activities

1. Plan, develop and produce radio programmes, including defining show formats, segment structure, timing and editorial flow.
2. Lead content development by researching topics, generating programme ideas and overseeing scriptwriting, rundowns and cue sheets for programme delivery.
3. Coordinate closely with presenters, announcers, guests, journalists and contributors to ensure clear communication and smooth programme execution.
4. Work with music and sound personnel to manage music selection, sound effects, transitions and overall audio quality.
5. Oversee operations during filming and broadcasts, monitoring timing, cues and technical readiness and making real-time adjustments where required.
6. Ensure radio content complies with editorial guidelines, regulatory requirements and platform-specific standards.
7. Manage production schedules and workflows, ensuring programmes are delivered on time and aligned with station programming objectives.
8. Conduct post-show reviews and collaborate with editorial and technical teams to improve programme quality, audience engagement and future content planning.

Prime Skills

- | | |
|---|--|
| 1. Budget Management and Cost Management | 8. Guided Storytelling |
| 2. Concept Creation | 9. Media Law and Compliance |
| 3. Content Compliance Review | 10. Narrative Design |
| 4. Creative Review and Iteration Management | 11. People and Performance Management |
| 5. Crisis Management | 12. Production Operations |
| 6. Ethics | 13. Production Planning and Scheduling |
| 7. Values and Legislation | 14. Project Management |

15. Quality Assurance and Quality Control

17. Script Comprehension and Interpretation

16. Resource Management

18. Sound Design and Creation

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Show Producer****Additional Skills:**

- Creative Execution
- Location Planning and Coordination
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. News Producer**Additional Skills:**

- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Director**Additional Skills:**

- Creative Execution
- Direction
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Executive Producer**Additional Skills:**

- Business Opportunities Development
- Concept Creation
- Project Feasibility Assessment

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Head of Content Services and Compliance**Additional Skills:**

- Compliance Strategy Development
- Policy Implementation and Revision
- Regulatory Compliance

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

8. Head of Operations

Additional Skills:	Additional Certifications:
• Business Process Management • Compliance Strategy Development • Policy Implementation and Revision	N/A – no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Music Director



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production) (Radio)

Job Purpose



Provides creative and strategic leadership over the use of music in radio programming by curating, supervising and integrating musical elements that enhance storytelling, audience engagement and brand identity, while ensuring compliance with editorial, rights and regulatory requirements.

Key Activities

1. Develop and oversee the music direction and strategy for programmes, channels and productions, ensuring alignment with creative objectives, audience insights and platform requirements
2. Curate, select and approve music for programmes, segments, promotions and branded content in collaboration with Directors, Producers, Editors and sound teams
3. Advise on musical tone, genre, pacing and emotional impact during content development to support narrative intent and audience experience
4. Supervise the integration of music during production and post-production, ensuring appropriate placement, balance and sound quality that meet broadcast and streaming standards
5. Oversee live music programming during broadcasts, including music played between segments or as part of live shows, coordinating with presenters and technical teams to ensure smoother transitions and real-time editorial responsiveness
6. Coordinate with record labels, composers, publishers and artists to source music and collaborate with Rights and Licensing team to manage licensing, rights, clearances and contractual obligations
7. Ensure compliance with copyright, performance rights, cue-sheet reporting and regulatory requirements across all distribution platforms
8. Leverage audience data, music trends and cultural developments to inform music selection, programming direction and future content planning

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Business Environment Analytics | 8. Digital Audio Workstation Sound Editing |
| 2. Concept Creation | 9. Market Intelligence |
| 3. Content Compliance Review | 10. People and Performance Management |
| 4. Contract Management | 11. Procurement for Production Operations |
| 5. Creative Execution | 12. Production Operations |
| 6. Creative Storytelling | 13. Rights and Licensing Management |
| 7. Cultural Awareness and Sensitivity | 14. Sound Design and Creation |

15. Sound Mixing

17. Vendor Management

16. Sound Recording Operations

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:

- Production Planning and Scheduling
- Logistics Management
- Incident Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:

- Production Planning and Scheduling
- Incident Management
- Logistics Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Assistant Director

Additional Skills:

- Visual Style Development
- Location Planning and Coordination
- Script Comprehension and Interpretation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:

- Budget Management and Cost Management
- Production Planning and Scheduling
- Production Content Writing and Editing

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Demand and Supply Analysis • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Creative Content Manager

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Marketing Campaign Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

12. Director

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Script Comprehension and Interpretation • Direction	N/A – no additional certifications are mandatory for this role

13. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

14. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

15. News Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Project Management • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

16. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Customer Acquisition and Retention Management - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

18. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

19. Set Designer

Additional Skills:	Additional Certifications:
- Production Planning and Scheduling - Production Design - Set Design	N/A – no additional certifications are mandatory for this role

20. Show Producer

Additional Skills:	Additional Certifications:
- Project Management - Content Compliance Review - Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

21. Social Media Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Social Media Content Creation - Social Media Marketing	N/A – no additional certifications are mandatory for this role

22. Social Media Producer

Additional Skills:	Additional Certifications:
- Production Planning and Scheduling - Project Management - Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Sound Editor

Additional Skills:	Additional Certifications:
• Sound Editing	N/A – no additional certifications are mandatory for this role

24. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

25. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

26. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

News Producer



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Content Production)
(TV News)

Job Purpose



Plans, coordinates, and oversees news content production for TV and digital platforms, ensuring accurate, timely, and engaging broadcasts while managing editorial, talent, and technical teams.

Key Activities

1. Develop and maintain the editorial structure and format of news broadcasts, including show rundowns, segment flow, timing and story sequencing, tailored to TV and digital platforms.
2. Lead pre-production planning, working with reporters, Journalists, Editors, technical and creative teams to prepare scripts, briefs, schedules, logistics and rehearsal plans within approved budgets and timelines.
3. Assign and coordinate news stories, reporters, presenters and contributors, ensuring all content is production-ready, accurate, and aligned with editorial priorities.
4. Oversee production execution, managing cues, segment timing and breaking news coordination, escalating editorial judgement calls in line with editorial governance.
5. Collaborate closely with Directors, Editors and post-production teams to ensure consistency in tone, narrative and style across news outputs.
6. Plan, coordinate and manage production locations, including live remote broadcasts and field reporting, to ensure availability, readiness, and alignment with news priorities.
7. Conduct post-broadcast reviews and performance evaluations, incorporating audience insights, breaking news feedback and stakeholder input to continuously improve content quality and engagement.
8. Monitor incoming news and emerging stories, reallocating resources and adjusting rundowns to ensure comprehensive and timely coverage.
9. Ensure production execution adheres to editorial standards, regulatory requirements and newsroom compliance protocols.

Prime Skills

- | | |
|---|--|
| 1. Budget Management and Cost Management | 8. Guided Storytelling |
| 2. Business Environment Analytics | 9. Location Planning and Coordination |
| 3. Content Compliance Review | 10. Media Law and Compliance |
| 4. Creative Review and Iteration Management | 11. Narrative Design |
| 5. Crisis Management | 12. People and Performance Management |
| 6. Ethics | 13. Production Operations |
| 7. Values and Legislation | 14. Production Planning and Scheduling |

15. Project Management	18. Technical Operations
16. Quality Assurance and Quality Control	19. Workplace Safety and Health
17. Resource Management	

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Show Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Permit Management • Creative Execution	N/A - no additional certifications are mandatory for this role

2. Radio Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Script Comprehension and Interpretation • Sound Design and Creation	N/A - no additional certifications are mandatory for this role

3. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Direction • Script Comprehension and Interpretation	N/A - no additional certifications are mandatory for this role

4. Executive Producer

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Project Feasibility Assessment	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Policy Implementation and Revision • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

8. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

9. News Editor

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Talent / Casting Director



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Talent)
(TV / Radio / Digital)

Job Purpose



Provides strategic leadership and oversight of creative talent across productions by shaping talent strategy, guiding recruitment and development, and managing contracts. Leads and coordinates end-to-end casting processes, ensuring alignment with content priorities, creative vision, brand positioning, and audience expectations, while enabling production teams to secure and deploy talent effectively.

Key Activities

1. Define and implement talent strategies that align with program formats, platform requirements, and organizational brand direction, ensuring both creative and operational needs are met across productions.
2. Oversee the end-to-end casting process, including analysing scripts and briefs, developing casting strategies, coordinating auditions (on-site and virtual), shortlisting, and recommending final talent selections to Directors and Producers.
3. Lead the identification, recruitment, contracting, and retention of key creative talent, maintaining strong relationships with actors, agents, talent networks, unions, and industry bodies to ensure compliance with contracts, rights usage, and regulatory obligations.
4. Collaborate closely with production, editorial, and marketing teams to ensure talent availability, scheduling, and alignment with content, promotional plans, and overall production timelines.
5. Provide oversight and guidance on talent positioning and public-facing representation, ensuring alignment with programme identity, brand values and audience expectations, in coordination with marketing and communications teams.
6. Monitor market trends, audience insights, and emerging talent opportunities to inform casting decisions and strategic talent planning.
7. Manage and maintain relationships with talent agencies, unions and industry bodies, ensuring compliance with contracts, rights usage and regulatory obligations.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Brand Guideline Development | 8. People and Performance Management |
| 2. Business Environment Analytics | 9. Public Relations Campaign Management |
| 3. Business Intelligence | 10. Regulatory Compliance |
| 4. Business Opportunities Development | 11. Resource Management |
| 5. Contract Management | 12. Strategy Development and Implementation Management |
| 6. Market Intelligence | 13. Talent Casting |
| 7. Market Profiling | 14. Vendor Management |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Radio Producer****Additional Skills:**

- Project Management
- Content Compliance Review
- Production Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Executive Producer**Additional Skills:**

- Concept Creation
- Project Feasibility Assessment
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. News Producer**Additional Skills:**

- Content Compliance Review
- Production Operations
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Show Producer**Additional Skills:**

- Production Operations
- Project Management
- Content Compliance Review

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Creative Director**Additional Skills:**

- Production Operations
- Production Design
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Production Operations • Direction	N/A – no additional certifications are mandatory for this role

7. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Casting Manager



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Talent)
(TV / Radio / Digital)

Job Purpose



Leads the casting process by identifying, auditioning and selecting suitable talent for productions, ensuring alignment with creative vision, production requirements and industry standards.

Key Activities

1. Analyse scripts and casting briefs to define character requirements and talent profiles.
2. Develop and execute casting strategies, including casting calls, auditions and shortlisting processes.
3. Conduct and oversee on-site and virtual auditions, assessing performance suitability and availability.
4. Recommend final casting selections to Directors and Producers based on creative and operational fit.
5. Brief selected talent on production guidelines, schedules and performance expectations.
6. Support talent fee discussions and contract terms in coordination with production and legal teams, ensuring alignment with approved budgets and contractual framework.
7. Maintain professional relationships with actors, agents, and casting networks throughout the production lifecycle.

Prime Skills

- | | |
|--------------------------------------|---|
| 1. Business Environment Analytics | 8. Production Planning and Scheduling |
| 2. Contract Drafting | 9. Research and Information Synthesis |
| 3. Contract Management | 10. Resource Management |
| 4. Creative Storytelling | 11. Script Comprehension and Interpretation |
| 5. Interviewing Techniques | 12. Talent Casting |
| 6. Knowledge of Legal and Compliance | 13. Vendor Management |
| 7. People and Performance Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Procurement for Production Operations • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

3. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Location Planning and Coordination • Visual Style Development	N/A – no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Content Writing and Editing • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

5. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

6. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

8. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

9. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

10. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

11. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Public Relations Campaign Management • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

15. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

17. Set Designer

Additional Skills:	Additional Certifications:
• Operations Management • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

18. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

20. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

21. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Creative Storytelling • Narrative Design	N/A – no additional certifications are mandatory for this role

22. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Casting Executive



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Talent)
(TV / Radio / Digital)

Job Purpose



Supports the Casting Director by coordinating auditions, managing casting logistics and assisting with talent sourcing to ensure efficient and well-organised casting operations.

Key Activities

1. Assist in sourcing and shortlisting talent based on casting briefs and role requirements.
2. Coordinate casting calls, audition schedules and communication with actors and agencies.
3. Support the administration of on-site and virtual auditions, including logistics and documentation.
4. Assist with briefing talent on production guidelines and expectations once selected.
5. Support contract preparation and fee negotiations under the guidance of the Casting Director.
6. Maintain casting records, databases and audition materials for current and future productions.

Prime Skills

- | | |
|-------------------------|--|
| 1. Contract Drafting | 5. Reporting and Documentation |
| 2. Contract Management | 6. Script Comprehension and Interpretation |
| 3. Logistics Management | 7. Talent Casting |
| 4. Market Intelligence | 8. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Graphic Designer**

Additional Skills:	Additional Certifications:
• Visual Style Development • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Direction	N/A – no additional certifications are mandatory for this role

3. Casting Manager

Additional Skills:	Additional Certifications:
• People and Performance Management • Production Planning • Resource Management	N/A – no additional certifications are mandatory for this role

4. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

5. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

6. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Business Intelligence	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

11. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

12. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

14. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

15. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

16. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

17. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

18. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Set Decorator

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Set Design • Creative Execution	N/A - no additional certifications are mandatory for this role

20. Set Designer

Additional Skills:	Additional Certifications:
• Operations Management • Production Design • Set Design	N/A - no additional certifications are mandatory for this role

21. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Radio Announcer/ Deejay/ Radio Personality



Production

Technical

Sales and Advertising

Support

Cluster

Content Production and Programming (Talent)
(Radio)

Job Purpose



Hosts radio programmes by presenting music and spoken content, engaging audiences and maintaining smooth on-air flow in line with station programming and brand identity.

Key Activities

1. Present live or recorded radio programmes, including music, commentary and promotions.
2. Engage listeners through calls, interactions, contests and audience participation segments.
3. Curate and present music selections aligned with programme themes and audience preferences.
4. Record and deliver voice segments, intros, outros and transitions for broadcast.
5. Collaborate with Radio Producers and sound engineers to maintain broadcast quality and timing.
6. Update and manage pre-recorded content to ensure relevance and compliance with station standards.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Community Engagement | 7. Interviewing Techniques |
| 2. Creative Storytelling | 8. Language and Localisation Proficiency |
| 3. Cultural Awareness and Sensitivity | 9. Microphone Technique |
| 4. Ethics | 10. Reporting and Documentation |
| 5. Values and Legislation | 11. Sound Recording Operations |
| 6. Guided Storytelling | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

2. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Television Announcer/ Compere/ Host/ News Anchor/ Newscaste



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Talent)
(TV / Digital)

Job Purpose



Delivers news, programmes, and live content on television by presenting information clearly, confidently and professionally, serving as the public-facing voice of broadcasts.

Key Activities

1. Present news bulletins, programmes or live segments with clarity, accuracy and professional delivery.
2. Conduct interviews with newsmakers, experts and guests to provide context and insight for audiences.
3. Prepare and rehearse scripts, adapting delivery to live broadcast conditions where required.
4. Collaborate with Producers, Editors and technical teams to ensure smooth on-air execution.
5. Review and refine scripts for tone, clarity and audience relevance prior to broadcast.
6. Respond professionally to live broadcast changes, interruptions or breaking news.
7. Uphold editorial standards, impartiality and broadcast guidelines in all on-air appearances.
8. Operate under editorial direction and newsroom governance where applicable, escalating editorial judgements through established news or production leadership.

Prime Skills

- | | |
|----------------------------|---|
| 1. Acting for Camera | 8. Language and Localisation Proficiency |
| 2. Creative Storytelling | 9. Microphone Technique |
| 3. Ethical Reporting | 10. Production Content Writing and Editing |
| 4. Ethics | 11. Research and Information Synthesis |
| 5. Values and Legislation | 12. Rules-Based Copy Editing |
| 6. Guided Storytelling | 13. Script Comprehension and Interpretation |
| 7. Interviewing Techniques | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

2. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Voice-over Talent



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Talent)
(TV / Radio / Digital)

Job Purpose



Provides professional voice performances that bring scripts to life, delivering clear, engaging, and accurate audio content aligned with creative and production requirements.

Key Activities

1. Deliver clear, engaging, and expressive voice performances for programmes, promos, news, commercials, and digital content in accordance with creative direction and script requirements.
2. Interpret scripts to convey intended tone, pacing, emotion, and messaging, adapting delivery to suit different formats, audiences, and platforms.
3. Record voice-over content in studio or remote environments, working with Producers, Directors, and sound engineers to achieve required performance and technical quality.
4. Adjust vocal delivery based on real-time feedback, ensuring alignment with creative intent and production needs.
5. Ensure accurate pronunciation, consistency, and clarity across recordings, including technical terms, names, and multilingual content where required.
6. Comply with performance guidelines, recording schedules, and contractual requirements to meet production timelines.

Prime Skills

- | | |
|--|--|
| 1. Creative Storytelling | 4. Microphone Technique |
| 2. Guided Storytelling | 5. Script Comprehension and Interpretation |
| 3. Language and Localisation Proficiency | 6. Sound Recording Operations |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

2. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Contract Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Digital Talent



Production

Technical

Sales and Advertising

Support

Cluster

Content Production and Programming (Talent)
(Digital)

Job Purpose



Creates and delivers original digital content, engaging audiences through authentic performance while aligning with creative direction, content objectives, and platform requirements.

Key Activities

1. Create and perform original content for digital platforms, aligned with agreed creative direction, content themes, and audience expectations.
2. Conceptualise, script, and present content that reflects personal style, platform norms, and storytelling approaches while meeting production or commissioning requirements.
3. Collaborate with Producers, Editors, and creative teams to plan content, refine concepts, and align deliverables with formats, schedules, and content objectives.
4. Capture content independently or in collaboration with production teams, ensuring appropriate audio, visual, and performance quality for digital distribution.
5. Participate in filming, live content, interviews, and digital appearances as required by the production or platform.
6. Adapt content style, tone, and presentation based on audience feedback, performance insights, and evolving digital content trends.
7. Adhere to content guidelines, ethical standards, contractual obligations, and platform policies, including disclosure and rights usage requirements.

Prime Skills

- | | |
|---|---|
| 1. Acting for Camera | 8. Values and Legislation |
| 2. Camera Operations | 9. Guided Storytelling |
| 3. Community Engagement | 10. Language and Localisation Proficiency |
| 4. Concept Creation | 11. Microphone Technique |
| 5. Creative Review and Iteration Management | 12. Scriptwriting |
| 6. Creative Storytelling | 13. Social Media Content Creation |
| 7. Ethics | 14. Sound Recording Operations |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

2. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Performers



Production

Technical

Sales and Advertising

Support

Cluster



Content Production and Programming (Talent)
(TV / Digital)

Job Purpose



Delivers artistic performances that bring creative concepts to life, engaging audiences while meeting production, technical, and artistic requirements.

Key Activities

1. Deliver live or recorded performances that meet creative, technical, and production requirements across stage, studio, and digital formats.
2. Interpret creative direction, choreography, musical arrangements, or performance briefs to express intended style, emotion, and artistic intent.
3. Rehearse individually and with other performers, musicians, and production teams to achieve required performance standards and timing.
4. Collaborate with Directors, Musical Directors, and Producers to align performances with overall production vision.
5. Adapt performances in response to creative feedback, staging requirements, or technical constraints during rehearsals and live productions.
6. Maintain professional performance standards, including vocal, physical, and artistic readiness for scheduled rehearsals and shows.
7. Comply with performance guidelines, schedules, contractual obligations, and health and safety requirements.
8. Participate in promotional, recording, or audience engagement activities related to the production where required.

Prime Skills

- | | |
|--------------------------|--|
| 1. Acting for Camera | 5. Cultural Awareness and Sensitivity |
| 2. Community Engagement | 6. Language and Localisation Proficiency |
| 3. Creative Execution | 7. Script Comprehension and Interpretation |
| 4. Creative Storytelling | 8. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

2. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Creative Director



Production

Technical

Sales and Advertising

Support

Cluster

Creative and Design
(TV / Digital)

Job Purpose



Leads production design by defining and delivering the overall visual look of a production, translating the Director's vision into practical design plans that can be executed safely, on schedule and within budget. This includes oversight of sets, props and graphics as well as costume, hair and make-up styling direction.

Key Activities

1. Analyse scripts and briefs to define the overall design concept and communicate it through mood boards, sketches and visual references.
2. Translate narrative themes into clear design requirements across sets, locations, props and styling, aligned with creative objectives as well as audience and brand expectations.
3. Lead the art department by appointing and managing key design roles and vendors, setting standards for quality, continuity and delivery.
4. Develop and oversee art department budgets, timelines and build plans, balancing creative ambition with production constraints.
5. Collaborate closely with the Director and Technical Producer to ensure designs work for camera, lighting, blocking and technical requirements.
6. Oversee set builds and set dressing in studio and on-location, resolving design, technical or logistical issues that arise during preparation and filming.
7. Review outputs during filming, such as set checks and playback where relevant, and drive adjustments to maintain visual coherence and continuity.
8. Ensure workplace safety considerations are embedded into set plans and on-site execution in coordination with production and safety leads.

Prime Skills

- | | |
|---|--|
| 1. Business Environment Analytics | 9. Production Design |
| 2. Concept Creation | 10. Production Operations |
| 3. Creative Execution | 11. Quality Assurance and Quality Control |
| 4. Creative Review and Iteration Management | 12. Resource Management |
| 5. Creative Storytelling | 13. Set Design |
| 6. Direction | 14. Vendor Management |
| 7. Narrative Design | 15. Visual Collaterals Production |
| 8. People and Performance Management | 16. Visual Design and Communication Principles |

17. Visual Style Development

18. Workplace Safety and Health

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Editor-in-Chief

Additional Skills:

- Operations Management
- Compliance Strategy Development
- Risk Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Executive Producer

Additional Skills:

- Business Opportunities Development
- Project Feasibility Assessment
- Project Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Head of Creative Services

Additional Skills:

- Brand Guideline Development
- Marketing Campaign Management
- Strategy Development and Implementation Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Head of Marketing

Additional Skills:

- Marketing Campaign Management
- Communications Plan Development
- Media Strategy Development

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Head of Talent / Casting Director

Additional Skills:

- Business Opportunities Development
- Talent Casting
- Brand Guideline Development

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Show Producer



Production

Technical

Sales and Advertising

Support

Cluster

Creative and Design
(TV / Digital)

Job Purpose



Oversees the editorial, creative and operational execution of production, translating commissioned concepts into structured, consistent and engaging content. The Show Producer ensures production outputs meet editorial content, production standards, schedules and audience expectations across its full lifecycle.

Key Activities

1. Develop and maintain editorial structure and format of the show, including film / show outlines, rundowns, narrative arcs, segment flow and timing, tailored to the intended platform and audience.
2. Lead pre-production planning, working with production, technical and creative teams to prepare scripts, briefs, schedules, logistics and rehearsal plans within approved budgets and timelines.
3. Coordinate talent, presenters, contributors and production teams, ensuring all creative and technical elements are aligned and production-ready.
4. Oversee production execution, managing cues, timing and editorial decisions to maintain content quality, pacing and compliance.
5. Work closely with Directors, Editors and post-production teams to ensure consistency and quality in tone, narrative and style of production outputs.
6. Conduct post-production reviews and performance evaluations, incorporating feedback, audience insights and stakeholder input to continuously improve content quality and engagement.
7. Plan, coordinate and manage production locations from an execution perspective, working with Directors and Production Managers to ensure locations are available, production-ready and aligned with editorial, creative, logistical and compliance requirements.

Prime Skills

- | | |
|---|---|
| 1. Budget Management and Cost Management | 9. Location Planning and Coordination |
| 2. Concept Creation | 10. Narrative Design |
| 3. Content Compliance Review | 11. People and Performance Management |
| 4. Creative Execution | 12. Permit Management |
| 5. Creative Review and Iteration Management | 13. Production Operations |
| 6. Crisis Management | 14. Production Planning and Scheduling |
| 7. Direction | 15. Project Management |
| 8. Guided Storytelling | 16. Quality Assurance and Quality Control |

17. Resource Management	20. Visual Style Development
18. Script Comprehension and Interpretation	21. Workplace Safety and Health
19. Vendor Management	

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Radio Producer

Additional Skills:

- Sound Design and Creation
- Media Law and Compliance

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. News Producer

Additional Skills:

- Ethics
- Values and Legislation
- Media Law and Compliance

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Creative Director

Additional Skills:

- Production Operations
- Production Design
- Visual Style Development

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Director

Additional Skills:

- Creative Storytelling
- Storyboarding

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Policy Implementation and Revision • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

8. Head of Operations

Additional Skills:	Additional Certifications:
• Strategy Development and Implementation • Policy Implementation and Revision • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Director



Production

Technical

Sales and Advertising

Support

Cluster



Creative and Design
(TV / Digital)

Job Purpose



Leads the creative execution of a production by translating scripts and concepts into compelling visual and narrative content. The Director shapes storytelling, performance and visual style across pre-production, production and post-production to deliver content that meets creative intent, technical standards and audience expectations.

Key Activities

1. Define and articulate the creative vision of the production, including storytelling approach, visual style, tone and pacing, in collaboration with Producers and writers during pre-production.
2. Guide script and storyboarding development, providing creative direction on narrative structure, scene composition and emotional impact to ensure coherence with the intended vision.
3. Direct on-set production, leading cast and crew by shaping performances, camera movement, shot composition and rhythm for productions.
4. Collaborate closely with technical and creative departments to ensure creative intent is executed consistently and to broadcast standards.
5. Oversee post-production from a creative perspective, working with editors, sound designers, colourists and VFX teams to achieve the final cut, sound mix and overall aesthetic.
6. Approve production locations from a creative perspective, ensuring they support narrative intent, visual style and performance requirements, while aligning with technical, safety and operational constraints.

Prime Skills

- | | |
|---|---|
| 1. Concept Creation | 9. People and Performance Management |
| 2. Creative Execution | 10. Production Operations |
| 3. Creative Review and Iteration Management | 11. Quality Assurance and Quality Control |
| 4. Creative Storytelling | 12. Script Comprehension and Interpretation |
| 5. Direction | 13. Storyboarding |
| 6. Guided Storytelling | 14. Visual Style Development |
| 7. Location Planning and Coordination | 15. Workplace Safety and Health |
| 8. Narrative Design | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Radio Producer****Additional Skills:**

- Project Management
- Content Compliance Review
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Show Producer**Additional Skills:**

- Project Management
- Content Compliance Review
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. News Producer**Additional Skills:**

- Content Compliance Review
- Budget Management and Cost Management
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Creative Director**Additional Skills:**

- Visual Design and Communication Principles
- Production Design
- Visual Collaterals Production

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Head of Content Services and Compliance**Additional Skills:**

- Compliance Strategy Development
- Policy Implementation and Revision
- Regulatory Compliance

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A - no additional certifications are mandatory for this role

8. Head of Operations

Additional Skills:	Additional Certifications:
• Compliance Strategy • Policy Implementation and Revision • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Graphic Designer



Production

Technical

Sales and Advertising

Support

Cluster

Creative and Design
(TV / Digital)

Job Purpose



Designs and produces graphic assets for both on-screen production environments and marketing applications, ensuring visual consistency across sets, promotional materials and brand touchpoints. The role supports storytelling, world-building and audience engagement through effective visual design across broadcast and digital contexts.

Key Activities

1. Design graphic assets for use on set, including hero props, screens, signage and dressed environments, aligned to production art direction.
2. Develop promotional and marketing graphics, such as key art adaptations, campaign visuals, social assets and on-air support materials.
3. Collaborate with Production Design, Promotion, Marketing and Creative teams to ensure visual consistency across content and campaigns.
4. Prepare print- and digital-ready files, coordinating with print, fabrication and digital delivery vendors as required.
5. Ensure graphics meet technical and creative requirements for camera, lighting, resolution, colour and platform usage.
6. Maintain organised archives of design files, versions and assets to support reuse, continuity and brand compliance.

Prime Skills

- | | |
|--|--|
| 1. Brand Guideline Development | 7. Media Asset and Metadata Management |
| 2. Creative Execution | 8. Quality Assurance and Quality Control |
| 3. Digital Image Production | 9. Visual Collaterals Production |
| 4. File Version Control and Management | 10. Visual Design and Communication Principles |
| 5. Graphic Design | 11. Visual Style Development |
| 6. Image Development | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

3. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

4. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

5. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting	N/A – no additional certifications are mandatory for this role

6. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

8. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

9. Creative Director

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Concept Creation	N/A – no additional certifications are mandatory for this role

10. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Equipment Operation	N/A – no additional certifications are mandatory for this role

11. Hair Stylist

Additional Skills:	Additional Certifications:
• Graphic Design • Visual Style Development • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

12. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Digital Lighting • Real-Time Rendering Optimisation	N/A – no additional certifications are mandatory for this role

14. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

15. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

17. Set Decorator

Additional Skills:	Additional Certifications:
• Inventory Management • Production Operations • Set Design	N/A – no additional certifications are mandatory for this role

18. Set Designer

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

20. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Set Designer



Production

Technical

Sales and Advertising

Support

Cluster


Creative and Design
(TV / Digital)

Job Purpose



Designs and delivers sets and dressed environments that support the story and production style, turning the approved visual concept into detailed plans and coordinating construction and dressing teams to execute safely, accurately and on schedule.

Key Activities

1. Interpret the design brief and script requirements to propose set concepts, layouts and visual references that match the production's style.
2. Produce technical drawings/models and specifications to guide construction and on-set implementation.
3. Coordinate with other departments, such as camera, lighting, SFX/VFX, stunts, locations to ensure set designs are feasible and meet technical needs.
4. Plan and track set build and dressing schedules, ensuring readiness for shoot days and smooth transitions across locations/sets.
5. Manage execution of set construction and dressing through coordination with Set Decorator and supporting art teams.
6. Monitor progress, quality and continuity of sets during filming, coordinating fixes, resets or changes as scripts/schedules evolve.
7. Track budget and resource use for set-related work, escalating risks or trade-offs early to maintain timelines and cost control.

Prime Skills

- | | |
|--|--|
| 1. Budget Management and Cost Management | 10. Reporting and Documentation |
| 2. Creative Storytelling | 11. Resource Management |
| 3. Equipment Operation | 12. Script Comprehension and Interpretation |
| 4. Inventory Management | 13. Set Design |
| 5. Operations Management | 14. Technical Inspection |
| 6. Production Design | 15. Visual Design and Communication Principles |
| 7. Production Operations | 16. Visual Style Development |
| 8. Production Planning and Scheduling | 17. Workplace Safety and Health |
| 9. Quality Assurance and Quality Control | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager****Additional Skills:**

- Operations Management
- Incident Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Lead Floor Manager**Additional Skills:**

- Incident Management
- Logistics Management
- Risk Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator**Additional Skills:**

- Procurement for Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Production Manager**Additional Skills:**

- Procurement for Production Operations
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Assistant Director**Additional Skills:**

Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Content Writing and Editing • Market Research and Analytics • Data Visualisation and Dashboard Development	N/A – no additional certifications are mandatory for this role

7. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management	N/A – no additional certifications are mandatory for this role

8. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

9. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

10. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

11. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Direction • Creative Review and Iteration Management	N/A – no additional certifications are mandatory for this role

13. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. Post-Production Producer

Additional Skills:	Additional Certifications:
• Render Management • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

15. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

17. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Show Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Location Planning and Coordination • Project Management	N/A – no additional certifications are mandatory for this role

19. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

20. Social Media Producer

Additional Skills:	Additional Certifications:
• Creative Execution • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

21. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

22. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Collaterals Production	N/A – no additional certifications are mandatory for this role

23. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Set Decorator



Production

Technical

Sales and Advertising

Support

Cluster

Creative and Design
(TV / Digital)

Job Purpose



Sources, procures and dresses sets with furnishings and decorative elements to achieve the intended look and authenticity, maintaining continuity and readiness of environments throughout filming.

Key Activities

1. Source, buy, hire, or coordinate fabrication of furniture and decor items in line with the art direction and budget.
2. Plan dressing requirements by scene and shoot schedule, including cataloguing items and tracking movement between sets/locations.
3. Dress sets before filming and adjust placements to support blocking, camera framing and lighting requirements.
4. Maintain set dressing continuity across takes and shooting days, documenting changes and managing resets.
5. Coordinate transport, storage, installation and strike/returns, ensuring items are returned in agreed condition.

Prime Skills

- | | |
|--|--------------------------------|
| 1. Creative Execution | 7. Prop Design |
| 2. Inventory Management | 8. Reporting and Documentation |
| 3. Logistics Management | 9. Resource Management |
| 4. Procurement for Production Operations | 10. Set Design |
| 5. Production Operations | 11. Vendor Management |
| 6. Production Planning and Scheduling | 12. Visual Style Development |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Set Designer

Additional Skills:	Additional Certifications:
• Operations Management • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
• Operations Management • Direction • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
• Permit Management • Operations Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

4. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A – no additional certifications are mandatory for this role

5. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

6. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting	N/A – no additional certifications are mandatory for this role

8. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

9. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

10. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Equipment Operation	N/A – no additional certifications are mandatory for this role

11. Graphic Designer

Additional Skills:	Additional Certifications:
• Digital Image Production • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

12. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Communications Channel Management - Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

14. Promotion Producer

Additional Skills:	Additional Certifications:
- Concept Creation - Creative Storytelling - Brand Guideline Development	N/A – no additional certifications are mandatory for this role

15. Sales Executive

Additional Skills:	Additional Certifications:
- Customer Management - Market Intelligence - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. Script Supervisor

Additional Skills:	Additional Certifications:
- Script Comprehension and Interpretation - Script Supervision - File Version Control and Management	N/A – no additional certifications are mandatory for this role

17. Social Media Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Social Media Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

18. Special Effects Make-Up Artist

Additional Skills:	Additional Certifications:
- Special Effects Makeup Application - Special Effects Makeup Material Attachment - Special Effects Makeup Material Construction	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Costume Designer



Production

Technical

Sales and Advertising

Support

Cluster



Creative and Design
(TV / Digital)

Job Purpose



Leads costume design to visually interpret character, story and period, delivering costumes and integrated styling direction, including hair and make-up that support performance, continuity and the production's overall look.

Key Activities

1. Break down scripts to define costume requirements by character and scene, taking special requirements such as action, stunts, weather, period accuracy into consideration.
2. Develop costume concepts that align with the Director and Creative Director's visual direction and narrative intent.
3. Plan what to create, buy, or hire for successful execution and oversee sourcing, fittings, imaging tests and final approvals for all principal looks.
4. Lead and coordinate wardrobe and styling teams to deliver consistent on-screen looks.
5. Ensure costume continuity across scenes and shooting days, including documentation of looks and change management when scripts evolve.
6. Manage costume budgets, timelines, inventory and vendor relationships to meet production schedules without compromising quality.
7. Coordinate on-set support for quick changes, repairs and adjustments, ensuring performer comfort, safety and readiness under camera/lighting conditions.

Prime Skills

- | | |
|--|---|
| 1. Budget Management and Cost Management | 9. Production Operations |
| 2. Costume Construction and Tailoring | 10. Production Planning and Scheduling |
| 3. Costume Design and Conceptualisation | 11. Quality Assurance and Quality Control |
| 4. Creative Storytelling | 12. Reporting and Documentation |
| 5. Cultural Awareness and Sensitivity | 13. Script Comprehension and Interpretation |
| 6. Fabric and Material Design | 14. Vendor Management |
| 7. Inventory Management | 15. Visual Style Development |
| 8. People and Performance Management | 16. Workplace Safety and Health |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager****Additional Skills:**

- Resource Management
- Direction
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Lead Floor Manager**Additional Skills:**

- Operations Management
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator**Additional Skills:**

- Procurement for Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Production Manager**Additional Skills:**

- Procurement for Production Operations
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Assistant Director**Additional Skills:**

- Location Planning and Coordination
- Resource Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Content Writing and Editing • Script Supervision • Data Visualisation and Dashboard Development	N/A – no additional certifications are mandatory for this role

7. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management	N/A – no additional certifications are mandatory for this role

8. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

9. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

10. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

11. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Director

Additional Skills:	Additional Certifications:
• Direction • Location Planning and Coordination • Creative Execution	N/A – no additional certifications are mandatory for this role

13. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. Post-Production Producer

Additional Skills:	Additional Certifications:
• Render Management • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

15. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

17. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Show Producer

Additional Skills:	Additional Certifications:
• Project Management • Content Compliance Review • Permit Management	N/A – no additional certifications are mandatory for this role

19. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

20. Social Media Producer

Additional Skills:	Additional Certifications:
• Creative Execution • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

21. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

22. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Collaterals Production	N/A – no additional certifications are mandatory for this role

23. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editin	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Hair Stylist



Production

Technical

Sales and Advertising

Support

Cluster

Creative and Design
(TV / Digital)

Job Purpose



Executes hair styling for on-screen talent in line with the approved character look, maintaining continuity and on-camera readiness throughout production.

Key Activities

1. Prepare and style hair and wigs for talent according to character briefs and approved references.
2. Support fittings and imaging tests and document hairstyles for continuity tracking across scenes.
3. Maintain hairstyles during filming through touch-ups and adjustments under lighting and camera conditions.
4. Coordinate closely with makeup and wardrobe teams to ensure cohesive overall character presentation.
5. Maintain hygiene standards, tools and stock, ensuring readiness for shoot days and location work.
6. Log changes and support continuity documentation for day-to-day production use.

Prime Skills

- | | |
|---------------------------------------|---|
| 1. Creative Execution | 7. Inventory Management |
| 2. Cultural Awareness and Sensitivity | 8. Production Operations |
| 3. Hair Cutting and Styling | 9. Reporting and Documentation |
| 4. Hair Image Design | 10. Sanitation and Skin Hygiene Practices |
| 5. Hair Lightening and Colouring | 11. Workplace Safety and Health |
| 6. Hair Perming and Straightening | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Costume Designer**

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Costume Construction and Tailoring • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
• Operations Management • Inventory Management • Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

4. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

5. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

6. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A – no additional certifications are mandatory for this role

8. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

9. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

10. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Equipment Operation	N/A – no additional certifications are mandatory for this role

11. Graphic Designer

Additional Skills:	Additional Certifications:
• Graphic Design • Visual Design and Communication Principles • Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Make-Up Artist

Additional Skills:	Additional Certifications:
• Makeup Application • Makeup Image Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

14. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

15. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

16. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

17. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

18. Set Decorator

Additional Skills:	Additional Certifications:
• Inventory Management • Production Planning and Scheduling • Set Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

20. Special Effects Make-Up Artist

Additional Skills:	Additional Certifications:
• Special Effects Makeup Application • Special Effects Makeup Material Attachment • Special Effects Makeup Material Construction	N/A – no additional certifications are mandatory for this role

21. Wardrobe Stylist

Additional Skills:	Additional Certifications:
• Costume Construction and Tailoring • Fabric and Material Design • Logistics Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Make-Up Artist



Production

Technical

Sales and Advertising

Support

Cluster



Creative and Design
(TV / Digital)

Job Purpose



Applies and maintains makeup for on-screen talent to meet character requirements and camera and lighting needs, ensuring consistent, hygienic and continuous presentation throughout production.

Key Activities

1. Apply makeup based on character briefs and approved looks, adapting for lighting, camera and performance conditions.
2. Support imaging tests and continuity documentation, recording products and application notes as needed.
3. Perform touch-ups during filming and manage quick changes to maintain consistency across takes/scenes.
4. Coordinate with hair and wardrobe teams to deliver integrated character looks.
5. Maintain hygiene practices, tools and kit organisation, ensuring safe application and set readiness.
6. Track stock and report resupply needs to support uninterrupted production.

Prime Skills

1. Creative Execution

5. Production Operations

2. Inventory Management

6. Reporting and Documentation

3. Makeup Application

7. Sanitation and Skin Hygiene Practices

4. Makeup Image Design

8. Workplace Safety and Health

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Floor Manager

Additional Skills:	Additional Certifications:
• Operations Management • Direction • Incident Management	N/A – no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

3. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

4. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

5. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

6. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Equipment Operation	N/A – no additional certifications are mandatory for this role

11. Graphic Designer

Additional Skills:	Additional Certifications:
• Graphic Design • Visual Design and Communication Principles • Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Communications Channel Management - Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

14. Motion Graphic Designer

Additional Skills:	Additional Certifications:
- Motion Graphics - Visual Collaterals Production - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

15. Promotion Producer

Additional Skills:	Additional Certifications:
- Concept Creation - Creative Storytelling - Brand Guideline Development	N/A – no additional certifications are mandatory for this role

16. Sales Executive

Additional Skills:	Additional Certifications:
- Customer Management - Market Intelligence - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

17. Script Supervisor

Additional Skills:	Additional Certifications:
- Script Comprehension and Interpretation - Script Supervision - File Version Control and Management	N/A – no additional certifications are mandatory for this role

18. Set Decorator

Additional Skills:	Additional Certifications:
- Prop Design - Production Planning and Scheduling - Set Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

20. Special Effects Make-Up Artist

Additional Skills:	Additional Certifications:
• Special Effects Makeup Application • Special Effects Makeup Material Attachment • Special Effects Makeup Material Construction	N/A – no additional certifications are mandatory for this role

21. Wardrobe Stylist

Additional Skills:	Additional Certifications:
• Costume Construction and Tailoring • Fabric and Material Design • Logistics Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Special Effects Make-Up Artist



Production

Technical

Sales and Advertising

Support

Cluster



Creative and Design
(TV / Digital)

Job Purpose



Designs and applies prosthetics and special effects makeup to achieve character transformations or injury/ageing effects, delivering safe, durable and continuity-ready results for screen production.

Key Activities

1. Interpret scripts and design briefs to determine required SFX makeup effects.
2. Sculpt, fabricate, test and apply prosthetics and special effect materials, ensuring comfort, safety and durability across shoot conditions.
3. Coordinate with costume, hair and makeup teams to integrate SFX looks seamlessly into overall character design.
4. Manage application timing, removals, repairs and continuity tracking across scenes/takes.
5. Maintain SFX kit, materials, safety procedures and documentation for repeatable results.
6. Troubleshoot on-set as effects shift due to heat, sweat, movement or stunts, maintaining camera-ready quality.

Prime Skills

- | | |
|--------------------------------|--|
| 1. Creative Execution | 7. Sanitation and Skin Hygiene Practices |
| 2. Creative Storytelling | 8. Special Effects Makeup Application |
| 3. Inventory Management | 9. Special Effects Makeup Material Attachment |
| 4. Makeup Image Design | 10. Special Effects Makeup Material Construction |
| 5. Production Operations | 11. Workplace Safety and Health |
| 6. Reporting and Documentation | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Operations Management • Direction • Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

3. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

4. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

5. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

6. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Developmen	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Equipment Operation	N/A – no additional certifications are mandatory for this role

11. Graphic Designer

Additional Skills:	Additional Certifications:
• Graphic Design • Visual Design and Communication Principles • Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Make-Up Artist

Additional Skills:	Additional Certifications:
Makeup Application	N/A - no additional certifications are mandatory for this role

14. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A - no additional certifications are mandatory for this role

15. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

16. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Brand Guideline Development • Visual Style Development	N/A - no additional certifications are mandatory for this role

17. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

18. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Set Decorator

Additional Skills:	Additional Certifications:
• Logistics Management • Production Planning and Scheduling • Set Design • Prop Design	N/A - no additional certifications are mandatory for this role

20. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

21. Wardrobe Stylist

Additional Skills:	Additional Certifications:
• Costume Construction and Tailoring • Fabric and Material Design • Logistics Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Wardrobe Stylist



Production

Technical

Sales and Advertising

Support

Cluster



Creative and Design
(TV / Digital)

Job Purpose



Supports wardrobe execution during production by preparing costumes, managing continuity, assisting with fittings and quick changes and maintaining costume condition and readiness on-set.

Key Activities

1. Organise costumes by character/scene and prepare daily wardrobe needs in line with the shoot schedule.
2. Assist with fittings and adjustments, ensuring comfort, fit and practicality for performance and movement.
3. Maintain wardrobe continuity, documenting looks and tracking changes across scenes and shooting days.
4. Manage quick changes and on-set support, including repairs and contingency fixes.
5. Maintain costume inventory, labelling, storage, laundry/cleaning coordination and returns where required.
6. Coordinate with costume, hair and makeup teams to ensure cohesive character presentation.

Prime Skills

- | | |
|---------------------------------------|--------------------------------|
| 1. Costume Construction and Tailoring | 5. Logistics Management |
| 2. Creative Execution | 6. Production Operations |
| 3. Fabric and Material Design | 7. Reporting and Documentation |
| 4. Inventory Management | 8. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Direction • Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Procurement for Production Operations • Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

3. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A - no additional certifications are mandatory for this role

4. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

5. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

6. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Developmen	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

10. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Equipment Operation	N/A – no additional certifications are mandatory for this role

11. Graphic Designer

Additional Skills:	Additional Certifications:
• Graphic Design • Visual Design and Communication Principles • Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Make-Up Artist

Additional Skills:	Additional Certifications:
• Makeup Image Design • Makeup Application • Sanitation and Skin Hygiene Practices	N/A – no additional certifications are mandatory for this role

14. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

15. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

16. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

17. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

18. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Set Decorator

Additional Skills:	Additional Certifications:
• Procurement for Production Operations • Production Planning and Scheduling • Set Design	N/A – no additional certifications are mandatory for this role

20. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Storyboard Artist



Production

Technical

Sales and Advertising

Support

Cluster



Creative and Design
(TV / Digital)

Job Purpose



Translates approved scripts, creative briefs and directorial vision into high-level visual storyboards that communicate key narrative moments, shot composition and stylistic intent. The Storyboard Artist supports creative alignment and execution by providing visual guidance for Directors and design teams, without detailing full scene-by-scene production coverage.

Key Activities

1. Interpret scripts, creative briefs and direction from the Director to understand narrative intent, visual style and key storytelling moments.
2. Visualise sequences by outlining key shots, framing, camera movement and points of view that convey the intended visual narrative.
3. Produce high-level storyboard panels illustrating composition, pacing, transitions and critical visual beats to support creative decision-making.
4. Incorporate stylistic references, tone and visual language provided by the creative and design leadership.
5. Present storyboard concepts to Directors and creative stakeholders, refining visuals based on creative, technical or design feedback.
6. Ensure storyboard outputs clearly communicate intent to camera, lighting, set design and production teams.
7. Update storyboards in response to creative revisions or design changes during pre-production and early execution phases.
8. Maintain organised storyboard files and documentation for reference throughout production.

Prime Skills

- | | |
|---|--|
| 1. Creative Execution | 8. Prompt Engineering |
| 2. Creative Review and Iteration Management | 9. Reporting and Documentation |
| 3. Creative Storytelling | 10. Script Comprehension and Interpretation |
| 4. File Version Control and Management | 11. Storyboarding |
| 5. Graphic Design | 12. Visual Collaterals Production |
| 6. Narrative Design | 13. Visual Design and Communication Principles |
| 7. Production Planning and Scheduling | 14. Visual Style Development |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager****Additional Skills:**

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Lead Floor Manager**Additional Skills:**

- Production Operations
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator**Additional Skills:**

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Production Manager**Additional Skills:**

- Procurement for Production Operations
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Assistant Director**Additional Skills:**

- Production Operations
- Location Planning and Coordination
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Content Writing and Editing • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

7. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

8. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management • Vendor Management	N/A – no additional certifications are mandatory for this role

9. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

10. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

11. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

13. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

14. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

15. Director

Additional Skills:	Additional Certifications:
• Direction • Location Planning and Coordination • Production Operations	N/A – no additional certifications are mandatory for this role

16. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

17. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision	N/A – no additional certifications are mandatory for this role

19. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

20. Show Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

21. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

22. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

23. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing	N/A - no additional certifications are mandatory for this role

25. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editin	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Production Assistant



Production

Technical

Sales and Advertising

Support

Cluster



Creative and Design
(TV / Digital)

Job Purpose



Provides logistical, administrative and on-ground support across content development, production, creative and post-production activities. The Production Assistant supports coordination between teams, helps maintain operational readiness and ensures day-to-day production tasks are executed efficiently and accurately.

Key Activities

1. Support production logistics by assisting with set preparation, call sheet distribution and coordination of cast, crew and equipment readiness.
2. Perform administrative tasks including filling production paperwork, maintaining daily logs and tracking compliance and approval documentation.
3. Assist with petty cash handling by recording expenses, managing receipts and supporting basic cost tracking under supervision.
4. Provide on-ground support during rehearsals, filming and recordings by responding to ad hoc requests from production and creative teams.
5. Facilitate communication between departments by relaying information, distributing materials and supporting coordination meetings as required.
6. Report regular updates, issues or operational challenges from set to production office to support scheduling and resource management.
7. Support post-production and wrap activities, including organising materials, assisting with asset handover and maintaining production records.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Asset Management | 6. Production Operations |
| 2. Equipment Operation | 7. Production Planning and Scheduling |
| 3. Inventory Management | 8. Reporting and Documentation |
| 4. Logistics Management | 9. Resource Management |
| 5. Media Asset and Metadata Management | 10. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Hair Stylist**

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

2. Make-Up Artist

Additional Skills:	Additional Certifications:
• Makeup Image Design • Makeup Application • Creative Execution	N/A – no additional certifications are mandatory for this role

3. Set Decorator

Additional Skills:	Additional Certifications:
• Creative Execution • Procurement for Production Operations • Set Design	N/A – no additional certifications are mandatory for this role

4. Storyboard Artist

Additional Skills:	Additional Certifications:
• Visual Style Development • Storyboarding • Graphic Design	N/A – no additional certifications are mandatory for this role

5. Wardrobe Stylist

Additional Skills:	Additional Certifications:
• Inventory Management • Fabric and Material Design • Costume Construction and Tailoring	N/A – no additional certifications are mandatory for this role

6. Technical Assistant

Additional Skills:	Additional Certifications:
• Equipment Management • Logistics Management • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Executive Producer



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing
(TV / Digital)

Job Purpose



Provides overall strategic, financial and delivery oversight of a production, from concept development to final release. The Executive Producer ensures projects are commercially viable, appropriately financed and aligned with broadcaster or platform objectives, while meeting industry standards and audience expectations.

Key Activities

1. Identify, evaluate and approve content concepts and projects, ensuring alignment with broadcaster or platform strategy, audience demand and commercial potential.
2. Lead the securing of financing, sponsorships and distribution arrangements, including pitching to commissioners, investors and partners and negotiating commercial terms.
3. Provide strategic and financial oversight across the production lifecycle, approving budgets, monitoring progress against milestones and ensuring delivery on time and within approved parameters.
4. Oversee key stakeholder relationships, including broadcasters, studios, investors, regulators and distribution partners, to ensure project sustainability and compliance.
5. Ensure creative outputs remain aligned with strategic and commercial objectives, working with Directors and Producers without engaging in day-to-day creative execution.
6. Provide final approval on content and related deliverables, including finished programmes and promotional materials prior to release or broadcast.

Prime Skills

- | | |
|---|--|
| 1. Budget Management and Cost Management | 10. Values and Legislation |
| 2. Business Environment Analytics | 11. Financial Acumen |
| 3. Business Opportunities Development | 12. Financial Planning and Analysis |
| 4. Compliance Strategy Development | 13. Market Intelligence |
| 5. Concept Creation | 14. Market Profiling |
| 6. Content Compliance Review | 15. Media Law and Compliance |
| 7. Creative Review and Iteration Management | 16. People and Performance Management |
| 8. Crisis Management | 17. Policy Implementation and Revision |
| 9. Ethics | 18. Project Feasibility Assessment |

19. Project Management	22. Risk Management
20. Quality Assurance and Quality Control	23. Strategy Development and Implementation Management
21. Regulatory Compliance	

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Creative Director

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Visual Style Development	N/A - no additional certifications are mandatory for this role

2. Editor-in-Chief

Additional Skills:	Additional Certifications:
• Operations Management • Guided Storytelling • Ethical Reporting	N/A - no additional certifications are mandatory for this role

3. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Incident Management • Knowledge of Legal and Compliance	N/A - no additional certifications are mandatory for this role

4. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Marketing Communications Plan Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

6. Head of Operations

Additional Skills:	Additional Certifications:
• Business Process Management • Incident Management • Operations Management	N/A – no additional certifications are mandatory for this role

7. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Show Producer



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing
(TV / Digital)

Job Purpose



Oversees the editorial, creative and operational execution of production, translating commissioned concepts into structured, consistent and engaging content. The Show Producer ensures production outputs meet editorial content, production standards, schedules and audience expectations across its full lifecycle.

Key Activities

1. Develop and maintain editorial structure and format of the show, including film / show outlines, rundowns, narrative arcs, segment flow and timing, tailored to the intended platform and audience.
2. Lead pre-production planning, working with production, technical and creative teams to prepare scripts, briefs, schedules, logistics and rehearsal plans within approved budgets and timelines.
3. Coordinate talent, presenters, contributors and production teams, ensuring all creative and technical elements are aligned and production-ready.
4. Oversee production execution, managing cues, timing and editorial decisions to maintain content quality, pacing and compliance.
5. Work closely with Directors, Editors and post-production teams to ensure consistency and quality in tone, narrative and style of production outputs.
6. Conduct post-production reviews and performance evaluations, incorporating feedback, audience insights and stakeholder input to continuously improve content quality and engagement.
7. Plan, coordinate and manage production locations from an execution perspective, working with Directors and Production Managers to ensure locations are available, production-ready and aligned with editorial, creative, logistical and compliance requirements.

Prime Skills

- | | |
|---|---|
| 1. Budget Management and Cost Management | 9. Location Planning and Coordination |
| 2. Concept Creation | 10. Narrative Design |
| 3. Content Compliance Review | 11. People and Performance Management |
| 4. Creative Execution | 12. Permit Management |
| 5. Creative Review and Iteration Management | 13. Production Operations |
| 6. Crisis Management | 14. Production Planning and Scheduling |
| 7. Direction | 15. Project Management |
| 8. Guided Storytelling | 16. Quality Assurance and Quality Control |

17. Resource Management

20. Visual Style Development

18. Script Comprehension and Interpretation

21. Workplace Safety and Health

19. Vendor Management

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Radio Producer****Additional Skills:**

- Sound Design and Creation
- Media Law and Compliance

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. News Producer**Additional Skills:**

- Ethics
- Values and Legislation
- Media Law and Compliance

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Director**Additional Skills:**

- Creative Storytelling
- Storyboarding

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Executive Producer**Additional Skills:**

- Business Opportunities Development
- Project Feasibility Assessment
- Financial Planning and Analysis

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Policy Implementation and Revision • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

8. Head of Operations

Additional Skills:	Additional Certifications:
• Strategy Development and Implementation • Policy Implementation and Revision • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Director



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing
(TV / Digital)

Job Purpose



Leads the creative execution of a production by translating scripts and concepts into compelling visual and narrative content. The Director shapes storytelling, performance and visual style across pre-production, production and post-production to deliver content that meets creative intent, technical standards and audience expectations.

Key Activities

1. Define and articulate the creative vision of the production, including storytelling approach, visual style, tone and pacing, in collaboration with Producers and writers during pre-production.
2. Guide script and storyboarding development, providing creative direction on narrative structure, scene composition and emotional impact to ensure coherence with the intended vision.
3. Direct on-set production, leading cast and crew by shaping performances, camera movement, shot composition and rhythm for productions.
4. Collaborate closely with technical and creative departments to ensure creative intent is executed consistently and to broadcast standards.
5. Oversee post-production from a creative perspective, working with editors, sound designers, colourists and VFX teams to achieve the final cut, sound mix and overall aesthetic.
6. Approve production locations from a creative perspective, ensuring they support narrative intent, visual style and performance requirements, while aligning with technical, safety and operational constraints.

Prime Skills

- | | |
|---|---|
| 1. Concept Creation | 9. People and Performance Management |
| 2. Creative Execution | 10. Production Operations |
| 3. Creative Review and Iteration Management | 11. Quality Assurance and Quality Control |
| 4. Creative Storytelling | 12. Script Comprehension and Interpretation |
| 5. Direction | 13. Storyboarding |
| 6. Guided Storytelling | 14. Visual Style Development |
| 7. Location Planning and Coordination | 15. Workplace Safety and Health |
| 8. Narrative Design | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Show Producer****Additional Skills:**

- Project Management
- Content Compliance Review
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Radio Producer**Additional Skills:**

- Project Management
- Content Compliance Review
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. News Producer**Additional Skills:**

- Content Compliance Review
- Budget Management and Cost Management
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Executive Producer**Additional Skills:**

- Business Opportunities Development
- Project Feasibility Assessment
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Head of Content Services and Compliance**Additional Skills:**

- Compliance Strategy Development
- Policy Implementation and Revision
- Regulatory Compliance

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A - no additional certifications are mandatory for this role

8. Head of Operations

Additional Skills:	Additional Certifications:
• Compliance Strategy • Policy Implementation and Revision • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Post-Production Producer



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing
(TV / Digital)

Job Purpose



Oversees and coordinates the post-production process to deliver completed content that realises the creative vision while meeting schedule, budget and technical delivery requirements across broadcast and digital platforms.

Key Activities

1. Plan and manage post-production workflows covering editing, sound, VFX, colour grading, versioning and delivery.
2. Develop and maintain post-production schedules, budgets and resourcing plans in alignment with production timelines.
3. Act as the primary point of contact between production, post-production teams, studios and external vendors.
4. Recruit, contract and coordinate post-production personnel and facilities, negotiating rates and timelines as required.
5. Track progress across all post disciplines, identifying risks early and implementing mitigation strategies.
6. Facilitate creative reviews, spotting sessions and approvals with Directors and Producers.
7. Oversee documentation, asset tracking and post-production paperwork, including camera reports, logs and delivery documents.
8. Ensure final deliverables meet creative intent, technical specifications and broadcast or platform standards.
9. Coordinate and review post-production scripting, copywriting, and on-screen text to ensure accuracy, clarity, and alignment with the production's creative intent.

Prime Skills

- | | |
|---|---|
| 1. Budget Management and Cost Management | 9. Production Operations |
| 2. Content Compliance Review | 10. Production Planning and Scheduling |
| 3. Contract Management | 11. Project Management |
| 4. Creative Review and Iteration Management | 12. Quality Assurance and Quality Control |
| 5. Crisis Management | 13. Regulatory Compliance |
| 6. Media Asset and Metadata Management | 14. Render Management |
| 7. Media File Formats Conformation | 15. Resource Management |
| 8. People and Performance Management | 16. Vendor Management |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

- Operations Management
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager**Additional Skills:**

- Procurement for Production Operations
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Assistant Director**Additional Skills:**

- Location Planning and Coordination
- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Producer**Additional Skills:**

- Production Content Writing and Editing
- Market Research and Analytics
- Data Visualisation and Dashboard Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Casting Manager**Additional Skills:**

- Talent Casting
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Compliance Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Media Law and Compliance • Risk Management	N/A – no additional certifications are mandatory for this role

8. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

9. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

10. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

11. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

13. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Direction • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

14. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

15. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

16. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Database Management	N/A – no additional certifications are mandatory for this role

17. Quality Assurance Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Operations Management • Policy Implementation and Revision	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Radio Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Sound Design and Creation • Guided Storytelling	N/A – no additional certifications are mandatory for this role

19. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

20. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

21. Set Designer

Additional Skills:	Additional Certifications:
• Operations Management • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

22. Show Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Location Planning and Coordination • Guided Storytelling	N/A – no additional certifications are mandatory for this role

23. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Social Media Producer

Additional Skills:	Additional Certifications:
• Creative Execution • Social Media Content Creation	N/A - no additional certifications are mandatory for this role

25. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Digital Editorial



Production

Technical

Sales and Advertising

Support

Cluster

Post-Production and Editing
(TV / Digital)

Job Purpose



Oversees and governs digital content across news, lifestyle, and branded outputs, ensuring editorial quality, compliance, and consistency from commissioning to publication.

Key Activities

1. Oversee all digital content published across platforms, ensuring editorial quality, accuracy, and consistency for news, lifestyle, and branded or sponsored content.
2. Plan, commission, and assign digital stories to Journalists, writers, creators, and contributors, managing content flow and delivery schedules.
3. Review, edit, and approve digital content prior to publication, ensuring clarity, factual accuracy, tone consistency, and adherence to editorial standards.
4. Coordinate with newsroom, lifestyle, production, and commercial teams to manage content priorities while maintaining editorial integrity and clear content separation.
5. Ensure branded and sponsored content complies with disclosure requirements, platform policies, and organisational guidelines.
6. Monitor digital performance, audience insights, and content trends to inform editorial decisions and content optimisation.
7. Manage content workflows, publication schedules, and versioning across digital platforms.
8. Uphold legal, ethical, and regulatory standards, including copyright, defamation, and cultural sensitivities.

Prime Skills

- | | |
|---|--|
| 1. Business Intelligence | 10. Knowledge of Legal and Compliance |
| 2. Content Compliance Review | 11. Market Intelligence |
| 3. Cultural Awareness and Sensitivity | 12. Media Law and Compliance |
| 4. Data Visualisation and Dashboard Development | 13. Media Platforms Management |
| 5. Ethical Reporting | 14. Operations Management |
| 6. Ethics | 15. Production Content Writing and Editing |
| 7. Values and Legislation | 16. Quality Assurance and Quality Control |
| 8. File Version Control and Management | 17. Regulatory Compliance |
| 9. Guided Storytelling | 18. Reporting and Documentation |

19. Resource Management

20. Rules-Based Copy Editing

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

- Production Operations
- Logistics Management
- Incident Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Production Manager**Additional Skills:**

- Production Planning and Scheduling
- Incident Management
- Logistics Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Assistant Director**Additional Skills:**

- Production Operations
- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Assistant Producer**Additional Skills:**

- Production Operations
- Production Planning and Scheduling
- Vendor Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Casting Manager**Additional Skills:**

- Talent Casting
- Production Planning and Scheduling
- Script Comprehension and Interpretation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

11. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Process Management • Financial Planning and Analysis • Revenue Optimisation	N/A – no additional certifications are mandatory for this role

13. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. Post-Production Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Budget Management and Cost Management • Project Management	N/A – no additional certifications are mandatory for this role

15. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

17. Set Designer

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

19. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

20. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

21. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

22. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Publisher / Web Master



Production

Technical

Sales and Advertising

Support

Cluster

Post-Production and Editing
(Digital)

Job Purpose



Ensures all digital content is accurate, formatted, and published to the correct platforms, maintaining quality, compliance, and discoverability.

Key Activities

1. Perform final checks and edits on digital content to ensure accuracy, formatting, technical quality, and readiness prior to publication.
2. Coordinate with editorial, production, and creative marketing teams to adapt and repurpose content for distribution across appropriate digital platforms.
3. Publish and schedule content to the correct digital platforms in accordance with release plans, workflows, and platform requirements.
4. Manage content metadata, tagging, thumbnails, and presentation to support discoverability and user experience online.
5. Ensure published digital content complies with platform guidelines, technical specifications, and organisational standards.
6. Monitor publication status and resolve issues related to uploads, formatting, or platform errors.
7. Maintain digital publishing workflows, version control, and content logs to support tracking and accountability.

Prime Skills

- | | |
|---|--|
| 1. Communications Channel Management | 10. Production Content Writing and Editing |
| 2. Content Compliance Review | 11. Quality Assurance and Quality Control |
| 3. Content Scheduling and Layout Coordination | 12. Regulatory Compliance |
| 4. File Version Control and Management | 13. Reporting and Documentation |
| 5. Media Asset and Metadata Management | 14. Rules-Based Copy Editing |
| 6. Media File Formats Conformation | 15. Search Engine Optimisation (SEO) |
| 7. Media Law and Compliance | 16. Technical Support |
| 8. Media Platforms Management | 17. User Testing and Usability Testing |
| 9. Operations Management | 18. Visual Design and Communication Principles |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Graphic Designer****Additional Skills:**

- Creative Execution
- Graphic Design
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Floor Manager**Additional Skills:**

- Operations Management
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator**Additional Skills:**

- Production Planning and Scheduling
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Casting Executive**Additional Skills:**

- Talent Casting
- Script Comprehension and Interpretation
- Vendor Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Colourist**Additional Skills:**

- Colour Grading
- Photographic Image Manipulation
- Video Editing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

7. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A – no additional certifications are mandatory for this role

8. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

9. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

10. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

11. Digital Editorial

Additional Skills:	Additional Certifications:
• Market Intelligence • Business Intelligence • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

13. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

14. Marketing Executive

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

15. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Real-Time Rendering Optimisation	N/A – no additional certifications are mandatory for this role

16. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

17. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Set Decorator

Additional Skills:	Additional Certifications:
• Creative Execution • Inventory Management • Production Operations • Set Design	N/A - no additional certifications are mandatory for this role

19. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Sound Editor



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing
(TV / Radio / Digital)

Job Purpose



Edits, designs and prepares audio elements to create a cohesive, immersive soundscape that supports storytelling and meets technical delivery standards.

Key Activities

1. Edit and clean dialogue tracks to ensure clarity, continuity and sync with picture.
2. Design and integrate sound effects, ambiences and Foley to enhance realism and narrative impact.
3. Record, edit and integrate ADR and Foley elements where required.
4. Collaborate with Directors, Editors, Composers and Mixers to achieve the intended sound design.
5. Prepare audio sessions and elements for final mixing, ensuring technical accuracy and organisation.
6. Manage and organise audio assets, session files and version updates.
7. Conduct quality checks to ensure audio meets broadcast, streaming or platform specifications.

Prime Skills

- | | |
|--|--|
| 1. Creative Execution | 7. Quality Assurance and Quality Control |
| 2. Digital Audio Workstation Sound Editing | 8. Sound Design and Creation |
| 3. File Version Control and Management | 9. Sound Editing |
| 4. Media Asset and Metadata Management | 10. Sound Mixing |
| 5. Media File Formats Conformation | 11. Technical Inspection |
| 6. Production Operations | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

3. Assistant Director

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Script Comprehension and Interpretation • Visual Style Development	N/A – no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Production Content Writing and Editing • Vendor Management	N/A – no additional certifications are mandatory for this role

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

11. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. Post-Production Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Budget Management and Cost Management • Project Management	N/A – no additional certifications are mandatory for this role

15. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

17. Set Designer

Additional Skills:	Additional Certifications:
• Operations Management • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

18. Social Media Manager

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

20. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

21. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

22. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Foley Artist



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing
(TV / Digital)

Job Purpose



Creates and records live sound effects that synchronise precisely with on-screen action to enhance realism and emotional engagement.

Key Activities

1. Perform and record Foley sounds in sync with picture.
2. Select and manipulate props and surfaces to achieve accurate and expressive sound textures.
3. Collaborate with Sound Editors to match creative tone and narrative intent.
4. Experiment with techniques to recreate difficult or stylised sounds.
5. Maintain Foley stages, props and recording equipment.
6. Ensure recordings meet technical quality and sync requirements for post-production use.

Prime Skills

- | | |
|--|--|
| 1. Creative Execution | 6. Media Asset and Metadata Management |
| 2. Creative Storytelling | 7. Quality Assurance and Quality Control |
| 3. Digital Audio Workstation Sound Editing | 8. Sound Design and Creation |
| 4. Equipment Management | 9. Sound Editing |
| 5. Equipment Operation | 10. Sound Recording Operations |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Graphic Designer**

Additional Skills:	Additional Certifications:
• Graphic Design • Visual Design and Communication Principles • Visual Style Development	N/A - no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

4. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A - no additional certifications are mandatory for this role

5. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

6. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A - no additional certifications are mandatory for this role

8. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A - no additional certifications are mandatory for this role

9. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A - no additional certifications are mandatory for this role

10. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Production Content Writing and Editing • Concept Creation	N/A - no additional certifications are mandatory for this role

11. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A - no additional certifications are mandatory for this role

12. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

14. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

15. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

16. Set Decorator

Additional Skills:	Additional Certifications:
• Inventory Management • Production Operations • Set Design	N/A – no additional certifications are mandatory for this role

17. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

18. Sound Editor

Additional Skills:	Additional Certifications:
• Sound Mixing • Production Operations • Technical Inspection	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Video Editor



Production

Technical

Sales and Advertising

Support

Cluster

Post-Production and Editing
(TV / Digital)

Job Purpose



Shapes the visual narrative by assembling, refining and finishing footage into cohesive content that aligns with creative intent and delivery requirements.

Key Activities

1. Assemble and edit footage to construct clear narrative structure, pacing and performance continuity.
2. Collaborate with Directors and Producers to refine cuts through review cycles up to picture lock.
3. Apply finishing elements such as transitions, titles, graphics and visual treatments.
4. Prepare and manage edits for handover to sound, colour grading and VFX workflows.
5. Incorporate feedback and revisions efficiently while maintaining creative coherence.
6. Manage edit timelines, media organisation and version control.
7. Export and prepare final outputs in required formats, resolutions and delivery specifications.

Prime Skills

- | | |
|---|--|
| 1. Creative Execution | 7. Motion Graphics |
| 2. Creative Review and Iteration Management | 8. Production Operations |
| 3. Creative Storytelling | 9. Quality Assurance and Quality Control |
| 4. File Version Control and Management | 10. Video Editing |
| 5. Media Asset and Metadata Management | 11. Visual Collaterals Production |
| 6. Media File Formats Conformation | 12. Visual Style Development |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager**

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Procurement for Production Operations • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

3. Assistant Director

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Script Comprehension and Interpretation • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Production Content Writing and Editing • Vendor Management	N/A – no additional certifications are mandatory for this role

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Marketing Campaign Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

11. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. Post-Production Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Budget Management and Cost Management • Project Management	N/A – no additional certifications are mandatory for this role

15. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

17. Set Designer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

18. Social Media Manager

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

20. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

21. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

22. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Render Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Colourist



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing
(TV / Digital)

Job Purpose



Defines and applies the visual colour language of a production through colour grading and correction, ensuring consistency, mood and alignment with creative intent.

Key Activities

1. Perform colour correction and grading to balance exposure, contrast and colour consistency.
2. Develop visual looks and palettes that support storytelling, genre and tone.
3. Match shots and scenes to ensure seamless visual continuity.
4. Collaborate with Directors during grading sessions to align on colour grading of final output.
5. Address technical issues such as colour shifts, white balance and lighting inconsistencies.
6. Prepare graded outputs for multiple delivery formats (e.g. SDR, HDR, digital versions).
7. Conduct final visual checks to ensure compliance with delivery and display standards.

Prime Skills

- | | |
|------------------------------------|--|
| 1. Colour Grading | 7. Quality Assurance and Quality Control |
| 2. Creative Execution | 8. Technical Inspection |
| 3. Creative Storytelling | 9. Video Editing |
| 4. Image Development | 10. Visual Design and Communication Principles |
| 5. Media File Formats Conformation | 11. Visual Style Development |
| 6. Photographic Image Manipulation | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Graphic Designer

Additional Skills:	Additional Certifications:
- Digital Image Production - Graphic Design - Visual Collaterals Production	N/A - no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Direction	N/A - no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

4. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A - no additional certifications are mandatory for this role

5. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A - no additional certifications are mandatory for this role

6. Composer

Additional Skills:	Additional Certifications:
2D Animation 3D Animation - Digital Lighting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

9. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Production Content Writing and Editing • Concept Creation	N/A – no additional certifications are mandatory for this role

10. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

11. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

12. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Real-Time Rendering Optimisation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

14. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

15. Set Decorator

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Set Design	N/A – no additional certifications are mandatory for this role

16. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

17. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collateral Production	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Visual Effects (VFX) Editor



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing
(TV / Digital)

Job Purpose



Coordinates, tracks and integrates visual effects and graphic elements into the edit, ensuring accuracy, continuity and alignment with creative and technical requirements.

Key Activities

1. Manage VFX workflows from pre-production through final delivery, maintaining shot lists and version tracking.
2. Coordinate between Editors, Directors, Producers and VFX teams to define requirements and priorities.
3. Prepare and integrate temporary and final VFX elements, ensuring correct timing, framing and continuity.
4. Review VFX submissions for technical accuracy, creative fit and editorial consistency.
5. Maintain up-to-date edits reflecting the latest approved VFX versions across departments.
6. [For TV news content] Edit and integrate on-screen graphics such as headlines, tickers, lower-thirds, charts and visual explainers to support editorial storytelling.
7. Propose alternative edits or solutions where continuity, creative or technical issues arise.

Prime Skills

1. Creative Execution

8. Motion Graphics

2. Creative Review and Iteration Management

9. Production Operations

3. Digital Image Production

10. Quality Assurance and Quality Control

4. Digital Lighting

11. Render Management

5. File Version Control and Management

12. Technical Inspection

6. Media Asset and Metadata Management

13. Video Editing

7. Media File Formats Conformation

14. Visual Collaterals Production

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

3. Assistant Director

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Script Comprehension and Interpretation • Visual Style Development	N/A – no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Production Content Writing and Editing • Vendor Management	N/A – no additional certifications are mandatory for this role

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

9. Costume Designer

Additional Skills:	Additional Certifications:
• Costume Design and Conceptualisation • Cultural Awareness and Sensitivity • Fabric and Material Design	N/A – no additional certifications are mandatory for this role

10. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Marketing Campaign Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

11. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. Post-Production Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Budget Management and Cost Management • Project Management	N/A – no additional certifications are mandatory for this role

15. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

17. Set Designer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Production Design • Set Design	N/A – no additional certifications are mandatory for this role

18. Social Media Manager

Additional Skills:	Additional Certifications:
• Communications Channel Management • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

20. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

21. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

22. Video Editor

Additional Skills:	Additional Certifications:
• Creative Storytelling • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Compositor



Production

Technical

Sales and Advertising

Support

Cluster

Post-Production and Editing
(TV / Digital)

Job Purpose



Integrates live-action footage, CGI and visual elements into seamless final images that meet creative and technical standards.

Key Activities

1. Composite 2D and 3D elements, matte paintings and live-action footage into final shots.
2. Match lighting, colour, perspective, grain and depth for visual realism.
3. Perform rotoscoping, keying, tracking and cleanup as required.
4. Collaborate with Editors and other departments to resolve shot requirements.
5. Interpret feedback and refine composites to meet creative expectations.
6. Maintain organised project files and intermediate outputs.
7. Ensure shots meet quality, continuity and delivery specifications.

Prime Skills

- | | |
|---|--|
| 1. 2D Animation | 9. Photographic Image Manipulation |
| 2. 3D Animation | 10. Quality Assurance and Quality Control |
| 3. Colour Grading | 11. Real-Time Rendering Optimisation |
| 4. Creative Execution | 12. Render Management |
| 5. Creative Review and Iteration Management | 13. Technical Inspection |
| 6. Digital Lighting | 14. Visual Design and Communication Principles |
| 7. File Version Control and Management | 15. Visual Style Development |
| 8. Media File Formats Conformation | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Graphic Designer**

Additional Skills:	Additional Certifications:
• Graphic Design • Digital Image Production • Visual Collaterals Production	N/A - no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Direction • Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

4. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A - no additional certifications are mandatory for this role

5. Colourist

Additional Skills:	Additional Certifications:
• Image Development • Video Editing	N/A - no additional certifications are mandatory for this role

6. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Language and Localisation Proficiency • Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

9. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Production Content Writing and Editing • Concept Creation	N/A – no additional certifications are mandatory for this role

10. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Equipment Operation	N/A – no additional certifications are mandatory for this role

11. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

12. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production	N/A – no additional certifications are mandatory for this role

14. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

15. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

16. Set Decorator

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Set Design	N/A – no additional certifications are mandatory for this role

17. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

18. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Collaterals Production	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
- Digital Image Production - Motion Graphics - Video Editing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Motion Graphic Designer



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing
(TV / Digital)

Job Purpose



Designs and animates graphic elements that enhance storytelling, branding and viewer engagement across broadcast and digital content.

Key Activities

1. Conceptualise and design motion graphics, titles and animated visual elements.
2. Animate text, imagery and visual assets to support narrative and editorial goals.
3. Collaborate with Producers, Editors and Directors to translate concepts into motion.
4. Ensure graphics comply with broadcast and platform technical standards.
5. Adapt designs for multiple formats, such as on-air, digital, social and vertical.
6. Manage timelines and deliverables for motion graphics projects.
7. Maintain consistency in visual style and branding across outputs.

Prime Skills

- | | |
|--|--|
| 1. Brand Guideline Development | 10. Narrative Design |
| 2. Concept Creation | 11. Production Planning and Scheduling |
| 3. Creative Execution | 12. Project Management |
| 4. Creative Storytelling | 13. Quality Assurance and Quality Control |
| 5. Digital Lighting | 14. Real-Time Rendering Optimisation |
| 6. File Version Control and Management | 15. Render Management |
| 7. Media File Formats Conformation | 16. Visual Collaterals Production |
| 8. Media Platforms Management | 17. Visual Design and Communication Principles |
| 9. Motion Graphics | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Graphic Designer

Additional Skills:	Additional Certifications:
- Digital Image Production - Graphic Design - Visual Style Development	N/A - no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

4. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A - no additional certifications are mandatory for this role

5. Colourist

Additional Skills:	Additional Certifications:
- Colour Grading - Photographic Image Manipulation - Video Editing	N/A - no additional certifications are mandatory for this role

6. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Subtitle Timing and Syncing • Audio-to-Text Transcription	N/A – no additional certifications are mandatory for this role

9. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Production Content Writing and Editing • Concept Creation	N/A – no additional certifications are mandatory for this role

10. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Equipment Operation	N/A – no additional certifications are mandatory for this role

11. Hair Stylist

Additional Skills:	Additional Certifications:
• Hair Image Design • Creative Execution • Hair Cutting and Styling	N/A – no additional certifications are mandatory for this role

12. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

14. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

15. Set Decorator

Additional Skills:	Additional Certifications:
• Inventory Management • Production Operations • Set Design	N/A – no additional certifications are mandatory for this role

16. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

17. Video Editor

Additional Skills:	Additional Certifications:
• Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

18. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Production Assistant



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing
(TV / Radio / Digital)

Job Purpose



Provides logistical, administrative and on-ground support across content development, production, creative and post-production activities. The Production Assistant supports coordination between teams, helps maintain operational readiness and ensures day-to-day production tasks are executed efficiently and accurately.

Key Activities

1. Support production logistics by assisting with set preparation, call sheet distribution and coordination of cast, crew and equipment readiness.
2. Perform administrative tasks including filling production paperwork, maintaining daily logs and tracking compliance and approval documentation.
3. Assist with petty cash handling by recording expenses, managing receipts and supporting basic cost tracking under supervision.
4. Provide on-ground support during rehearsals, filming and recordings by responding to ad hoc requests from production and creative teams.
5. Facilitate communication between departments by relaying information, distributing materials and supporting coordination meetings as required.
6. Report regular updates, issues or operational challenges from set to production office to support scheduling and resource management.
7. Support post-production and wrap activities, including organising materials, assisting with asset handover and maintaining production records.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Asset Management | 6. Production Operations |
| 2. Equipment Operation | 7. Production Planning and Scheduling |
| 3. Inventory Management | 8. Reporting and Documentation |
| 4. Logistics Management | 9. Resource Management |
| 5. Media Asset and Metadata Management | 10. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

2. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A - no additional certifications are mandatory for this role

3. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A - no additional certifications are mandatory for this role

4. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

5. Publisher / Web Master

Additional Skills:	Additional Certifications:
• Media Law Compliance • Operations Management • Media Platform Management	N/A - no additional certifications are mandatory for this role

6. Technical Assistant

Additional Skills:	Additional Certifications:
• Media Law Compliance • Operations Management • Media Platform Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Digital and Graphic Technician

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Media Content Cataloguing • Technical Support	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Radio Producer



Production

Technical

Sales and Advertising

Support

Cluster



Post-Production and Editing (Radio)

Job Purpose



Leads the planning and delivery of live and recorded radio programmes by shaping content, coordinating talent and technical teams and managing on-air execution. The Radio Producer ensures programmes are engaging, accurate, technically sound and aligned with programming strategy, audience expectations and broadcast standards.

Key Activities

1. Plan, develop and produce radio programmes, including defining show formats, segment structure, timing and editorial flow.
2. Lead content development by researching topics, generating programme ideas and overseeing scriptwriting, rundowns and cue sheets for programme delivery.
3. Coordinate closely with presenters, announcers, guests, journalists and contributors to ensure clear communication and smooth programme execution.
4. Work with music and sound personnel to manage music selection, sound effects, transitions and overall audio quality.
5. Oversee operations during filming and broadcasts, monitoring timing, cues and technical readiness and making real-time adjustments where required.
6. Ensure radio content complies with editorial guidelines, regulatory requirements and platform-specific standards.
7. Manage production schedules and workflows, ensuring programmes are delivered on time and aligned with station programming objectives.
8. Conduct post-show reviews and collaborate with editorial and technical teams to improve programme quality, audience engagement and future content planning.

Prime Skills

- | | |
|---|--|
| 1. Budget Management and Cost Management | 8. Guided Storytelling |
| 2. Concept Creation | 9. Media Law and Compliance |
| 3. Content Compliance Review | 10. Narrative Design |
| 4. Creative Review and Iteration Management | 11. People and Performance Management |
| 5. Crisis Management | 12. Production Operations |
| 6. Ethics | 13. Production Planning and Scheduling |
| 7. Values and Legislation | 14. Project Management |

15. Quality Assurance and Quality Control

17. Script Comprehension and Interpretation

16. Resource Management

18. Sound Design and Creation

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Show Producer****Additional Skills:**

- Creative Execution
- Location Planning and Coordination
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. News Producer**Additional Skills:**

Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Director**Additional Skills:**

- Creative Execution
- Direction
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Executive Producer**Additional Skills:**

- Business Opportunities Development
- Concept Creation
- Project Feasibility Assessment

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Head of Content Services and Compliance**Additional Skills:**

- Compliance Strategy Development
- Policy Implementation and Revision
- Regulatory Compliance

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A - no additional certifications are mandatory for this role

8. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Technical Producer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Crew
(TV / Digital)

Job Purpose



Oversees technical production planning and execution across studio and outside broadcast environments, ensuring technical quality, operational readiness and smooth coordination between technical crew and creative leadership.

Key Activities

1. Plan and manage end-to-end technical production workflows, including crew rostering, equipment deployment and technical schedules for studio and outside broadcast productions.
2. Plan technical requirements during pre-production, including tests, shot approach, workflows, location constraints and equipment needs.
3. Translate creative requirements into technical runbooks, such as camera plans, audio routing, comms, lighting requirements and studio and OB layouts.
4. Supervise camera placement, movement, exposure and lighting execution during production to maintain visual continuity and technical quality.
5. Coordinate control room and on-site technical teams to ensure smooth delivery of live and recorded content, including rehearsals and live cueing.
6. Oversee studio and outside broadcast setup, rigging, line checks and systems readiness, ensuring safe operations.
7. Monitor technical quality of outputs and troubleshoot issues in real-time, escalating to engineering and vendors when required.
8. Maintain SOPs, technical documentation and post-event technical reports to support continuous improvement and compliance.

Prime Skills

- | | |
|--|--|
| 1. Broadcast System Integration | 9. Operations Management |
| 2. Business Environment Analytics | 10. People and Performance Management |
| 3. Crisis Management | 11. Preventive Maintenance |
| 4. Equipment Diagnosis and Repair | 12. Process Optimisation |
| 5. Equipment Management | 13. Production Operations |
| 6. Equipment Operation | 14. Production Planning and Scheduling |
| 7. Incident Management | 15. Reporting and Documentation |
| 8. Network Configuration and Troubleshooting | 16. Resource Management |

17. Signal Processing

20. Vendor Management

18. Technical Operations

21. Visual Style Development

19. Technical Support

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Radio Producer

Additional Skills:

- Content Compliance Review
- Project Management
- Budget Management and Cost Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. News Producer

Additional Skills:

- Production Operations
- Content Compliance Review
- Production Planning and Scheduling

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Show Producer

Additional Skills:

- Content Compliance Review
- Project Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Creative Director

Additional Skills:

- Production Operations
- Production Design
- Visual Design and Communication Principles

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Director

Additional Skills:	Additional Certifications:
• Location Planning and Coordination • Direction • Creative Execution	N/A – no additional certifications are mandatory for this role

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Marketing Communications Plan Development • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

7. Head of Engineering

Additional Skills:	Additional Certifications:
• Emergency Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

9. Head of Platform Operations

Additional Skills:	Additional Certifications:
• Data Privacy and Security • Platform Knowledge and Deployment • Compliance Review and Reporting	N/A – no additional certifications are mandatory for this role

10. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Technical Director

Additional Skills:	Additional Certifications:
• Risk Management • System Performance Management • Technology Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Digital Graphic Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Crew
(TV / Digital)

Job Purpose



Ensures on-set image integrity and workflow continuity by managing camera systems, colour consistency, monitoring and data workflows to support a smooth handover into post-production.

Key Activities

1. Monitor image exposure, colour and consistency across cameras, applying Look-Up Tables and technical adjustments as required.
2. Configure and test camera systems and on-set monitoring to meet production specifications and deliverable requirements.
3. Manage on-set colour pipeline and metadata practices to support accurate post-production grading and conform.
4. Monitor live feeds for technical issues, including compression, clipping, noise, sync and flag risks early for corrective action.
5. Coordinate with data workflows to ensure accurate handover notes, camera reports and look information.
6. Liaise with post-production teams to ensure media and colour information transfers cleanly into editorial and finishing.

Prime Skills

- | | |
|--|---|
| 1. Broadcast System Integration | 9. Incident Management |
| 2. Camera Operations | 10. Media Asset and Metadata Management |
| 3. Colour Grading | 11. Preventive Maintenance |
| 4. Configuration Management | 12. Real-Time Rendering Optimisation |
| 5. Digital Lighting | 13. Reporting and Documentation |
| 6. Equipment Management | 14. Signal Processing |
| 7. Equipment Operation | 15. Technical Support |
| 8. File Version Control and Management | 16. Visual Style Development |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scripting	N/A - no additional certifications are mandatory for this role

2. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Sound Mixing • Sound Recording Operations	N/A - no additional certifications are mandatory for this role

3. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

4. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

5. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A - no additional certifications are mandatory for this role

6. Camera Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Script Comprehension and Interpretation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A - no additional certifications are mandatory for this role

8. CCU Operator

Additional Skills:	Additional Certifications:
Lighting Operations	N/A - no additional certifications are mandatory for this role

9. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

10. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

11. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Network Configuration and Troubleshooting • Process Automation	N/A - no additional certifications are mandatory for this role

12. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Drone Operations • Script Comprehension and Interpretation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

14. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Content Cataloguing • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

15. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

16. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Diagnosis and Repair • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

17. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

18. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

20. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Radio Frequency Engineering	N/A – no additional certifications are mandatory for this role

21. Rigger

Additional Skills:	Additional Certifications:
• Production Operations • Technical Operations • Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

22. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

23. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

24. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A - no additional certifications are mandatory for this role

26. Technical Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Technical Operations	N/A - no additional certifications are mandatory for this role

27. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

28. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A - no additional certifications are mandatory for this role

29. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Radio Frequency (RF) Engineer



Production

Technical

Sales and Advertising

Support

Cluster

Technical Crew
(TV / Digital)

Job Purpose



Plans, configures and manages wireless and radio frequency systems used in production and transmission workflows, ensuring interference-free, stable signal performance for live and recorded broadcasts.

Key Activities

1. Plan RF coordination for productions, including frequency allocation, channel plans and interference risk assessment for studio and field environments.
2. Install, configure, and maintain wireless systems, including microphones, IEMs, IFB, wireless camera links, antennas, RF distribution.
3. Monitor RF spectrum and troubleshoot interference, dropouts and signal degradation during rehearsals and live operations.
4. Coordinate with production, audio, engineering and transmission teams to align wireless requirements and technical routing.
5. Maintain documentation, such as frequency charts, approvals, incident logs and ensure compliance with applicable spectrum and licensing rules.
6. Support post-event technical reviews to improve RF reliability and deployment efficiency.

Prime Skills

- | | |
|--|--|
| 1. Configuration Management | 10. Regulatory Compliance |
| 2. Equipment Management | 11. Reporting and Documentation |
| 3. Incident Management | 12. Signal Processing |
| 4. Network Administration and Maintenance | 13. Switches and Routers Configuration |
| 5. Network Configuration and Troubleshooting | 14. TCP/IP and Networking Protocols |
| 6. Networking Fundamentals | 15. Technical Inspection |
| 7. Operations Management | 16. Technical Operations |
| 8. Preventive Maintenance | 17. Technical Support |
| 9. Radio Frequency Engineering | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Production Coordinator

Additional Skills:

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. AI, Automation and Prompt Engineer

Additional Skills:

- Machine Learning
- Process Automation
- Prompt Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. App Developer

Additional Skills:

- Application Programming Interface (API)
- Applications Development
- Programming
- Coding and Scriptin

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Audio Operator / Engineer

Additional Skills:

- Equipment Operation
- Sound Mixing
- Sound Recording Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Broadcast Engineer

Additional Skills:

- Asset Management
- Broadcast System Integration

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

7. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

8. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

9. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

10. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A - no additional certifications are mandatory for this role

13. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
- Cloud Based Media Operations - Platform Knowledge and Deployment	N/A - no additional certifications are mandatory for this role

14. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A - no additional certifications are mandatory for this role

15. DevOps

Additional Skills:	Additional Certifications:
- DevOps - Process Automation - System Integration and Configuration	N/A - no additional certifications are mandatory for this role

16. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
- Colour Grading - Real-Time Rendering Optimisation - Visual Style Development	N/A - no additional certifications are mandatory for this role

17. Drone Camera Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Drone Operations - Visual Style Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Workplace Health and Safety • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

19. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

20. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

21. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Diagnosis and Repair • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

22. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

23. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Database Management • System Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. NOC Engineer

Additional Skills:	Additional Certifications:
- Master Control Room Operations - Network Automation - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

25. Playout Operator

Additional Skills:	Additional Certifications:
- Content Scheduling and Playout Coordination - Master Control Room Operations - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Rigger

Additional Skills:	Additional Certifications:
- Equipment Operation - Production Operations - Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

27. Script Supervisor

Additional Skills:	Additional Certifications:
- Production Operations - Script Supervision - File Version Control and Management	N/A – no additional certifications are mandatory for this role

28. Security Engineer

Additional Skills:	Additional Certifications:
- Network Security - Vulnerability Assessment and Penetration Testing - Cyber Risk Management	N/A – no additional certifications are mandatory for this role

29. Solution Architect

Additional Skills:	Additional Certifications:
- API Management - Cloud-Based Media Operations - Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Microphone Technique • Sound Recording Operations	N/A – no additional certifications are mandatory for this role

31. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

32. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

33. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

34. Technical Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Visual Style Development	N/A – no additional certifications are mandatory for this role

35. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

37. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Camera Operator



Production

Technical

Sales and Advertising

Support

Cluster



Technical Crew
(TV / Digital)

Job Purpose



Operates camera systems for studio and field productions, capturing high-quality visuals with accurate framing, exposure and movement aligned to the Director and Director of Photography's instructions.

Key Activities

1. Operate studio and field cameras during live and recorded productions, following cues and shot plans to capture required coverage across multiple camera types, including standard studio cameras, Point-of-View (POV) / Pan-Tilt-Zoom (PTZ) cameras, Steadicam, Jib Arm, and Crane setups.
2. Configure and check camera settings, including exposure, white balance, lenses, and framing guides, to maintain image consistency across all camera types.
3. Execute smooth camera movements and maintain stable composition during multi-camera, dynamic, and fast-changing live environments, adjusting technique based on camera type.
4. Coordinate with grip, lighting, and production teams on camera placement, movement paths, and safety considerations for studio, field, and specialized camera rigs.
5. Monitor camera performance and report technical issues promptly to the relevant technical personnel.
6. Maintain camera equipment readiness, including handling, transport, and basic operational checks for all camera types.

Prime Skills

- | | |
|------------------------------------|---|
| 1. Camera Operations | 8. Inventory Management |
| 2. Configuration Management | 9. Lighting Operations |
| 3. Cranes | 10. Photography |
| 4. Remote Heads and Jib Operations | 11. Preventive Maintenance |
| 5. Equipment Management | 12. Script Comprehension and Interpretation |
| 6. Equipment Operation | 13. Visual Style Development |
| 7. Incident Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Direction	N/A - no additional certifications are mandatory for this role

3. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scripting	N/A - no additional certifications are mandatory for this role

4. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Sound Mixing • Sound Recording Operations • Signal Processing	N/A - no additional certifications are mandatory for this role

5. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

6. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

8. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management • Vendor Management	N/A – no additional certifications are mandatory for this role

9. CCU Operator

Additional Skills:	Additional Certifications:
Colour Grading	N/A – no additional certifications are mandatory for this role

10. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

11. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

12. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Network Configuration and Troubleshooting • Process Automation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Digital Lighting	N/A – no additional certifications are mandatory for this role

14. Drone Camera Operator

Additional Skills:	Additional Certifications:
Drone Operations	N/A – no additional certifications are mandatory for this role

15. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

16. Lighting Operator

Additional Skills:	Additional Certifications:
Lighting Operations in Digital Lighting Control	N/A – no additional certifications are mandatory for this role

17. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Diagnosis and Repair • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

18. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

20. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

21. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

22. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

23. Rigger

Additional Skills:	Additional Certifications:
• Production Operations • Technical Operations • Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

24. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

26. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

27. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

28. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

29. Technical Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Technical Operations	N/A – no additional certifications are mandatory for this role

30. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

32. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Drone Camera Operator



Production

Technical

Sales and Advertising

Support

Cluster


Technical Crew
(TV / Digital)

Job Purpose



Captures aerial footage for productions by operating drone systems safely and in compliance with applicable regulations, delivering stable, high-quality aerial visuals aligned to creative intent.

Key Activities

1. Plan and execute drone flight operations, including site assessment, risk evaluation and flight-path design.
2. Capture aerial shots aligned with the Director and Technical Producers requirements, managing framing, movement and camera settings.
3. Ensure compliance with local aviation rules, permits and safety requirements, coordinating approvals where needed.
4. Coordinate with production and safety teams to establish safe operating zones and crowd controls.
5. Maintain drone hardware, batteries and software updates to ensure operational readiness and reliability.
6. Manage capture handover workflows to post-production, ensuring footage is labelled and transferred securely.

Prime Skills

- | | |
|-----------------------------------|---|
| 1. Camera Operations | 8. Preventive Maintenance |
| 2. Drone Operations | 9. Prompt Engineering |
| 3. Equipment Diagnosis and Repair | 10. Regulatory Compliance |
| 4. Equipment Management | 11. Reporting and Documentation |
| 5. Equipment Operation | 12. Script Comprehension and Interpretation |
| 6. Operations Management | 13. Visual Style Development |
| 7. Permit Management | 14. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Direction	N/A – no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

3. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scriptin	N/A – no additional certifications are mandatory for this role

4. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Sound Mixing • Sound Recording Operations	N/A – no additional certifications are mandatory for this role

5. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

6. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

8. Camera Operator

Additional Skills:	Additional Certifications:
• Configuration Management • Lighting Operations	N/A – no additional certifications are mandatory for this role

9. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management • Vendor Management	N/A – no additional certifications are mandatory for this role

10. CCU Operator

Additional Skills:	Additional Certifications:
• Colour Grading • Lighting Operations	N/A – no additional certifications are mandatory for this role

11. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

12. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

14. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Digital Lighting	N/A – no additional certifications are mandatory for this role

15. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

16. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control	N/A – no additional certifications are mandatory for this role

17. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

18. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Playout Operator

Additional Skills:	Additional Certifications:
- Content Scheduling and Playout Coordination - Master Control Room Operations - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

20. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Network Configuration and Troubleshooting - Radio Frequency Engineering - Signal Processing	N/A – no additional certifications are mandatory for this role

21. Rigger

Additional Skills:	Additional Certifications:
- Production Operations - Technical Operations - Technical Support	N/A – no additional certifications are mandatory for this role

22. Script Supervisor

Additional Skills:	Additional Certifications:
- Production Operations - Script Supervision - File Version Control and Management	N/A – no additional certifications are mandatory for this role

23. Solution Architect

Additional Skills:	Additional Certifications:
- API Management - Cloud-Based Media Operations - Solution Architecture	N/A – no additional certifications are mandatory for this role

24. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
- Media Asset and Metadata Management - Microphone Technique - Sound Recording Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

26. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

27. Technical Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Technical Operations	N/A – no additional certifications are mandatory for this role

28. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

29. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

30. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Vision Mixer / Switcher



Production

Technical

Sales and Advertising

Support

Cluster


Technical Crew
(TV / Digital)

Job Purpose



Executes live switching and compositing of video sources during productions, ensuring smooth transitions, correct layering and broadcast-ready output aligned to the Director's cues.

Key Activities

1. Operate vision mixing and switching consoles to cut between camera feeds, playback sources and graphics in real-time.
2. Apply transitions, keying and basic effects as required, ensuring visual continuity and timing accuracy.
3. Prepare and test all sources prior to production, confirming sync, colour matching and signal integrity.
4. Work closely with the Director and Technical Producer to rehearse switching patterns and execute live cue-based direction.
5. Monitor programme output for technical issues and correct quickly.
6. Maintain switcher configurations and operational logs to support consistency across productions.

Prime Skills

- | | |
|----------------------------|--------------------------------|
| 1. Camera Operations | 8. Reporting and Documentation |
| 2. Equipment Management | 9. Signal Processing |
| 3. Equipment Operation | 10. Technical Operations |
| 4. Multi-Camera Operations | 11. Technical Support |
| 5. Operations Management | 12. Vision Mixing |
| 6. Preventive Maintenance | 13. Visual Style Development |
| 7. Prompt Engineering | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

3. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scriptin	N/A – no additional certifications are mandatory for this role

4. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Sound Mixing • Sound Recording Operations	N/A – no additional certifications are mandatory for this role

5. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

6. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

8. Camera Operator

Additional Skills:	Additional Certifications:
• Configuration Management • Lighting Operations • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

9. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

10. CCU Operator

Additional Skills:	Additional Certifications:
• Colour Grading • Lighting Operations	N/A – no additional certifications are mandatory for this role

11. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

12. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

14. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Digital Lighting	N/A – no additional certifications are mandatory for this role

15. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Drone Operations • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

16. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

17. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

18. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Diagnosis and Repair • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

20. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

21. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Radio Frequency Engineering	N/A – no additional certifications are mandatory for this role

22. Rigger

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Production Operations • Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

23. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

24. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
- Media Asset and Metadata Management - Microphone Technique - Sound Recording Operations	N/A – no additional certifications are mandatory for this role

26. Streaming Operator

Additional Skills:	Additional Certifications:
- AV Compression - Cloud Based Media Operations - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

27. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
- Big Data Analytics - Business Intelligence - Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

28. Technical Producer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Production Operations - Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

29. UI / UX Developer

Additional Skills:	Additional Certifications:
- User Interface Design - User Experience Design - User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

30. Web Developer

Additional Skills:	Additional Certifications:
- Website Design - Programming - Coding and Scripting - Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Playout Operator



Production

Technical

Sales and Advertising

Support

Cluster


Technical Crew
(TV / Digital)

Job Purpose



Operate and monitor playout systems, cue content and replays, validate media, and ensure reliable, accurate transmission across linear and digital platforms.

Key Activities

1. Operate and monitor playout systems to ensure accurate, timely, and reliable transmission of content across linear and digital platforms.
2. Operate and monitor automation, playout servers, routing, and monitoring systems to maintain stable transmission.
3. Record, cue, and manage replays of key moments during live events as required, building sequences and playlists for accurate playback.
4. Validate incoming feeds, content packages, and media assets, ensuring correct formats, audio mapping, timing, IDs, and ancillary data.
5. Perform format conversions and ingest satellite or live feeds into playout-ready formats when necessary.
6. Troubleshoot real-time operational issues and restore services quickly using operational playbooks.
7. Coordinate the distribution of clips or recorded content for downstream production or digital conversion needs.
8. Maintain clean operational workflows and report system issues promptly during live production.

Prime Skills

- | | |
|--|---|
| 1. AV Compression | 9. Operations Management |
| 2. Content Scheduling and Playout Coordination | 10. Preventive Maintenance |
| 3. Incident Management | 11. Process Automation |
| 4. Master Control Room Operations | 12. Production Operations |
| 5. Media Asset and Metadata Management | 13. Quality Assurance and Quality Control |
| 6. Media Content Cataloguing | 14. Signal Processing |
| 7. Media File Formats Conformation | 15. Technical Operations |
| 8. Network Administration and Maintenance | 16. Technical Support |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager****Additional Skills:**

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Coordinator**Additional Skills:**

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. AI, Automation and Prompt Engineer**Additional Skills:**

- Machine Learning
- Process Automation
- Prompt Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. App Developer**Additional Skills:**

- Application Programming Interface (API)
- Applications Development
- Programming
- Coding and Scriptin

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Audio Operator / Engineer**Additional Skills:**

- Equipment Operation
- Sound Mixing
- Sound Recording Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

7. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
Equipment Diagnosis and Repair	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

13. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

14. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

15. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

16. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

17. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Ingest Operator

Additional Skills:	Additional Certifications:
- File Version Control and Management - Reporting and Documentation	N/A – no additional certifications are mandatory for this role

19. Lighting Operator

Additional Skills:	Additional Certifications:
- Lighting Operations - Lighting Operations in Digital Lighting Control - Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Maintenance Engineer

Additional Skills:	Additional Certifications:
- Equipment Diagnosis and Repair - Equipment Management - Predictive Maintenance	N/A – no additional certifications are mandatory for this role

21. Motion Graphic Designer

Additional Skills:	Additional Certifications:
- Motion Graphics - Visual Collaterals Production - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

22. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
- Project Management - Risk Management - Technology Governance	N/A – no additional certifications are mandatory for this role

23. Project Engineer

Additional Skills:	Additional Certifications:
- Process Optimisation - Project Management - Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Network Configuration and Troubleshooting • Radio Frequency Engineering	N/A – no additional certifications are mandatory for this role

25. Rigger

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Operation • Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

26. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

27. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

28. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• equipment Operation • Microphone Technique • Sound Recording Operations	N/A – no additional certifications are mandatory for this role

29. Streaming Operator

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30.Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A - no additional certifications are mandatory for this role

31. Technical Producer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Production Planning and Scheduling • Visual Style Development	N/A - no additional certifications are mandatory for this role

32. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

33. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A - no additional certifications are mandatory for this role

34.Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Lighting Operator



Production

Technical

Sales and Advertising

Support

Cluster



Technical Crew
(TV / Digital)

Job Purpose



Executes the physical setup, operation and adjustment of lighting systems for studio and on-location productions, ensuring accurate implementation of lighting designs, safe electrical practices and consistent visual quality throughout production.

Key Activities

1. Set up, position, and operate lighting fixtures, stands and accessories in accordance with lighting designs, cue sheets and production requirements.
2. Test, focus and adjust lighting intensity, colour temperature and coverage to achieve the desired visual balance for each scene.
3. Run, secure, and manage power distribution, cabling and wiring systems safely across studio and outdoor environments.
4. Execute lighting plans and real time-cues based on guidance from the Technical Producer.
5. Conduct functionality and safety checks on lighting equipment before, during and after production.
6. Assist with lighting changes, resets and transitions during rehearsals, live broadcasts or scene changes.
7. Dismantle, pack and store lighting equipment post-production, ensuring assets are maintained and ready for future use.
8. Support integration of intelligent/LED fixtures and, where relevant, alignment with virtual production lighting workflows.
9. Operate lighting control systems, including DMX consoles where applicable, to execute cues, transitions, and programmed lighting states during rehearsals and live production.

Prime Skills

- | | |
|--|---|
| 1. Equipment Management | 9. Prompt Engineering |
| 2. Equipment Operation | 10. Resource Management |
| 3. Incident Management | 11. Script Comprehension and Interpretation |
| 4. Inventory Management | 12. Technical Inspection |
| 5. Lighting Operations | 13. Technical Operations |
| 6. Lighting Operations in Digital Lighting Control | 14. Visual Style Development |
| 7. Operations Management | 15. Workplace Safety and Health |
| 8. Preventive Maintenance | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Production Coordinator

Additional Skills:

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:

- Production Operations
- Logistics Management
- Direction

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. App Developer

Additional Skills:

- Application Programming Interface (API)
- Applications Development
- Programming
- Coding and Scriptin

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Audio Operator / Engineer

Additional Skills:

- Sound Mixing
- Sound Recording Operations
- Signal Processing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Broadcast Engineer

Additional Skills:

- Asset Management
- Broadcast System Integration
- Network Configuration and Troubleshooting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

7. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A - no additional certifications are mandatory for this role

8. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Configuration Management	N/A - no additional certifications are mandatory for this role

9. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management • Vendor Management	N/A - no additional certifications are mandatory for this role

10. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A - no additional certifications are mandatory for this role

11. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A – no additional certifications are mandatory for this role

13. DevOps

Additional Skills:	Additional Certifications:
- DevOps - Configuration Management - Process Automation	N/A – no additional certifications are mandatory for this role

14. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
- Colour Grading - Real-Time Rendering Optimisation - Digital Lighting	N/A – no additional certifications are mandatory for this role

15. Drone Camera Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Drone Operations	N/A – no additional certifications are mandatory for this role

16. Ingest Operator

Additional Skills:	Additional Certifications:
- Media Asset and Metadata Management - Media File Formats Conformation - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

17. Maintenance Engineer

Additional Skills:	Additional Certifications:
- Emergency Management - Equipment Diagnosis and Repair - Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

19. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

20. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

21. Rigger

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Production Operations • Technical Support	N/A – no additional certifications are mandatory for this role

22. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

23. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
- Media Asset and Metadata Management - Microphone Technique - Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

25. Streaming Operator

Additional Skills:	Additional Certifications:
- AV Compression - Cloud Based Media Operations - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
- Big Data Analytics - Business Intelligence - Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

27. Technical Producer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Production Operations - Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

28. UI / UX Developer

Additional Skills:	Additional Certifications:
- User Interface Design - User Experience Design - User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

29. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
- Multi-Camera Operations - Vision Mixing - Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Audio Operator / Engineer



Production

Technical

Sales and Advertising

Support

Cluster


Technical Crew
(TV / Digital)

Job Purpose



Operates and manages live audio systems for studio and location productions, controlling multi-channel routing and mixes for programme output, talent monitoring, production communications and audience feeds.

Key Activities

1. Set up and operate consoles, microphones, playback sources and routing systems for live and recorded productions.
2. Mix and manage multiple audio feeds, including programme, talent foldback/IFB, production comms, audience/PA and recording stems, as required.
3. Monitor levels and sound quality in real-time, preventing distortion, feedback and balance issues across all channels.
4. Coordinate with Producers, RF engineers and technical teams to ensure mic availability, monitoring reliability and clean signal flow.
5. Troubleshoot audio faults quickly, such as RF dropouts, noise, routing errors, escalating complex issues to engineering when needed.
6. Maintain show files, patching documentation and post-event notes for continuity and improvement.

Prime Skills

- | | |
|--|---------------------------------|
| 1. Broadcast System Integration | 9. Prompt Engineering |
| 2. Equipment Diagnosis and Repair | 10. Reporting and Documentation |
| 3. Equipment Operation | 11. Signal Processing |
| 4. Incident Management | 12. Sound Mixing |
| 5. Media Asset and Metadata Management | 13. Sound Recording Operations |
| 6. Microphone Technique | 14. Technical Operations |
| 7. Preventive Maintenance | 15. Technical Support |
| 8. Process Optimisation | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

3. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scripting	N/A – no additional certifications are mandatory for this role

4. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

5. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

6. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

8. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

9. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

11. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

12. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

14. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

15. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Creative Storytelling • Creative Execution	N/A – no additional certifications are mandatory for this role

16. Ingest Operator

Additional Skills:	Additional Certifications:
• File Version Control and Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

17. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

18. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

20. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

21. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Radio Frequency Engineering	N/A – no additional certifications are mandatory for this role

22. Rigger

Additional Skills:	Additional Certifications:
• Production Operations • Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

23. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

24. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Database Management • Production Operations • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

26. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

27. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

28. Technical Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Visual Style Development	N/A – no additional certifications are mandatory for this role

29. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

30. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Sound Operator / Engineer



Production

Technical

Sales and Advertising

Support

Cluster

Technical Crew
(TV / Digital)

Job Purpose



Captures clean, synchronised production audio on-set or on-location by managing recording systems, microphone placement and sound crew coordination to meet creative and technical requirements for post-production.

Key Activities

1. Plan and set up sound recording systems, selecting microphones and workflows suited to each scene and location environment.
2. Monitor and record dialogue and ambient sound in sync with picture, maintaining consistent levels and clean capture.
3. Carry out microphone placement, including boom and lavaliers, balancing audio quality with on-camera invisibility and performance comfort.
4. Identify and mitigate environmental noise risks, such as wind, traffic and crowd spill, through technique and equipment choices.
5. Label, manage and deliver audio files and metadata for post-production handover, maintaining clear logs and backups.

Prime Skills

- | | |
|--|--|
| 1. Database Management | 7. Reporting and Documentation |
| 2. Equipment Operation | 8. Script Comprehension and Interpretation |
| 3. Media Asset and Metadata Management | 9. Sound Recording Operations |
| 4. Microphone Technique | 10. Technical Operations |
| 5. Production Operations | 11. Workplace Safety and Health |
| 6. Prompt Engineering | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Direction	N/A - no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

3. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scripting	N/A - no additional certifications are mandatory for this role

4. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Sound Mixing • Signal Processing	N/A - no additional certifications are mandatory for this role

5. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

6. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

8. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

9. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Contract Management • Vendor Management	N/A – no additional certifications are mandatory for this role

10. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

12. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

14. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

15. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

16. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Creative Storytelling • Creative Execution	N/A – no additional certifications are mandatory for this role

17. Ingest Operator

Additional Skills:	Additional Certifications:
• File Version Control and Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

18. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

20. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

21. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

22. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

23. Rigger

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Operations Management • Technical Support	N/A – no additional certifications are mandatory for this role

24. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

26. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

27. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

28. Technical Producer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Production Planning and Scheduling • Visual Style Development	N/A – no additional certifications are mandatory for this role

29. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

30. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Rigger



Production

Technical

Sales and Advertising

Support

Cluster

Technical Crew
(TV / Digital)

Job Purpose



Manage and organize all wiring and cabling for production shoots, ensuring safe, reliable, and efficient technical setups.

Key Activities

1. Manage, set up, and organize wiring and cabling for shooting productions, ensuring safe and efficient connections across studio and location sets.
2. Run power, signal, and data cables, securing them to prevent hazards and maintain accessibility during production.
3. Coordinate with lighting, camera, and sound teams to support technical requirements and smooth production workflows.
4. Troubleshoot cable and connection issues to ensure all equipment remains operational throughout rehearsals and shoots.
5. Assist in dismantling, packing, and storing cables and related equipment, maintaining inventory and readiness for future use.
6. Ensure compliance with safety standards during setup, operation, and teardown.

Prime Skills

- | | |
|-----------------------------------|---------------------------------|
| 1. Camera Operations | 9. Production Operations |
| 2. Equipment Diagnosis and Repair | 10. Regulatory Compliance |
| 3. Equipment Operation | 11. Signal Processing |
| 4. Incident Management | 12. Sound Recording Operations |
| 5. Inventory Management | 13. Technical Operations |
| 6. Lighting Operations | 14. Technical Support |
| 7. Operations Management | 15. Workplace Safety and Health |
| 8. Preventive Maintenance | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Operations Management • Inventory Management • Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

3. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scriptin	N/A – no additional certifications are mandatory for this role

4. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Sound Mixing • Microphone Technique	N/A – no additional certifications are mandatory for this role

5. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

6. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

8. Camera Operator

Additional Skills:	Additional Certifications:
• Configuration Management • Script Comprehension and Interpretation • Visual Style Development	N/A – no additional certifications are mandatory for this role

9. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

10. CCU Operator

Additional Skills:	Additional Certifications:
• Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

12. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

14. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

15. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Drone Operations • Script Comprehension and Interpretation • Visual Style Development	N/A – no additional certifications are mandatory for this role

16. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

17. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations in Digital Lighting Control • Script Comprehension and Intepreation • Visual Style Development	N/A – no additional certifications are mandatory for this role

18. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

20. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

21. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • Radio Frequency Engineering	N/A – no additional certifications are mandatory for this role

22. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

23. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

24. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Microphone Technique • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

27. Technical Producer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Production Planning and Scheduling • Visual Style Development	N/A – no additional certifications are mandatory for this role

28. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

29. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

30. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Streaming Operator



Production

Technical

Sales and Advertising

Support

Cluster

Technical Crew
(TV / Digital)

Job Purpose



Plan, monitor, and manage live and on-demand streaming workflows to ensure reliable, high-quality content delivery across digital platforms.

Key Activities

1. Plan, monitor, and manage live and on-demand streaming workflows to ensure reliable, high-quality content delivery across digital platforms.
2. Plan streaming deployment for productions, including bandwidth allocation, server load balancing, and latency management for studio and remote environments.
3. Monitor streaming pipelines in real time, troubleshooting dropouts, buffering, and quality degradation during rehearsals and live broadcasts.
4. Coordinate with production, engineering, IT, and platform teams to align streaming requirements, technical routing, and content delivery.
5. Maintain documentation, including streaming configurations, incident logs, and performance metrics, ensuring compliance with platform and operational standards.
6. Support post-event analysis to identify streaming issues, optimize workflows, and improve reliability and delivery efficiency.
7. Implement and validate streaming standards, encoding settings, and content packaging to ensure consistent quality across platforms.

Prime Skills

- | | |
|--|---|
| 1. AV Compression | 9. Preventive Maintenance |
| 2. Cloud Based Media Operations | 10. Production Operations |
| 3. Incident Management | 11. Quality Assurance and Quality Control |
| 4. Media File Formats Conformation | 12. Reporting and Documentation |
| 5. Network Administration and Maintenance | 13. Signal Processing |
| 6. Network Configuration and Troubleshooting | 14. TCP/IP and Networking Protocols |
| 7. Networking Fundamentals | 15. Technical Operations |
| 8. Operations Management | 16. Technical Support |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Radio Frequency (RF) Engineer****Additional Skills:**

- Configuration Management
- Radio Frequency Engineering
- Technical Inspection

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Floor Manager**Additional Skills:**

- Operations Management
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator**Additional Skills:**

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. AI, Automation and Prompt Engineer**Additional Skills:**

- Machine Learning
- Process Automation
- Prompt Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. App Developer**Additional Skills:**

- Application Programming Interface (API)
- Applications Development
- Programming
- Coding and Scripting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Equipment Operation • Sound Mixing • Sound Recording Operations	N/A – no additional certifications are mandatory for this role

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration	N/A – no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

9. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

10. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

13. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

15. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

16. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

17. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

19. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

21. Ingest Operator

Additional Skills:	Additional Certifications:
• File Version Control and Management • Media Asset and Metadata Management • Media Content Cataloguing	N/A – no additional certifications are mandatory for this role

22. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

25. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Database Management • Network Configuration and Troubleshooting • System Performance Management	N/A – no additional certifications are mandatory for this role

26. NOC Engineer

Additional Skills:	Additional Certifications:
• Master Control Room Operations • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

27. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Media Asset and Metadata Management	N/A – no additional certifications are mandatory for this role

28. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

29. Project Engineer

Additional Skills:	Additional Certifications:
• Process Optimisation • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Rigger

Additional Skills:	Additional Certifications:
- Equipment Diagnosis and Repair - Equipment Operation - Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

31. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
- Emergency Management - Equipment Diagnosis and Repair - Equipment Management	N/A – no additional certifications are mandatory for this role

32. Script Supervisor

Additional Skills:	Additional Certifications:
- Script Comprehension and Interpretation - Script Supervision - File Version Control and Management	N/A – no additional certifications are mandatory for this role

33. Security Engineer

Additional Skills:	Additional Certifications:
- Network Security - Vulnerability Assessment and Penetration Testing - Cyber Risk Management	N/A – no additional certifications are mandatory for this role

34. Solution Architect

Additional Skills:	Additional Certifications:
- API Management - Cloud-Based Media Operations - Solution Architecture	N/A – no additional certifications are mandatory for this role

35. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
- Media Asset and Metadata Management - Microphone Technique - Sound Recording Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
- Platform Knowledge and Deployment - System Integration and Configuration - System Performance Management	N/A – no additional certifications are mandatory for this role

37. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
- Big Data Analytics - Business Intelligence - Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

38. Technical Producer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Production Planning and Scheduling - Visual Style Development	N/A – no additional certifications are mandatory for this role

39. UI / UX Developer

Additional Skills:	Additional Certifications:
- User Interface Design - User Experience Design - User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

40. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
- Multi-Camera Operations - Vision Mixing - Visual Style Development	N/A – no additional certifications are mandatory for this role

41. Web Developer

Additional Skills:	Additional Certifications:
- Website Design - Programming - Coding and Scripting - Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

CCU Operator



Production

Technical

Sales and Advertising

Support

Cluster


Technical Crew
(TV / Digital)

Job Purpose



Ensure accurate and consistent camera colour by monitoring and adjusting camera settings during production.

Key Activities

1. Ensure cameras deliver accurate and consistent colour by monitoring, adjusting, and maintaining camera settings during production.
2. Adjust camera settings, including iris, gain, white balance, and colour levels, to achieve the desired visual look for each scene.
3. Monitor live camera feeds to maintain colour consistency across multiple cameras and shots.
4. Collaborate closely with the Technical Producer, lighting team, and production crew to meet creative and technical requirements.
5. Perform pre-production checks and calibrations on cameras and CCU equipment to ensure readiness for shoots.
6. Troubleshoot and resolve technical issues with cameras, CCU systems, and signal pathways during rehearsals and live production.

Prime Skills

- | | |
|-----------------------------------|------------------------------|
| 1. Camera Operations | 9. Preventive Maintenance |
| 2. Colour Grading | 10. Production Operations |
| 3. Equipment Diagnosis and Repair | 11. Signal Processing |
| 4. Equipment Management | 12. Technical Inspection |
| 5. Equipment Operation | 13. Technical Operations |
| 6. Incident Management | 14. Technical Support |
| 7. Lighting Operations | 15. Visual Style Development |
| 8. Photography | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Direction	N/A - no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

3. AI, Automation and Prompt Engineer

Additional Skills:	Additional Certifications:
• Machine Learning • Process Automation • Prompt Engineering	N/A - no additional certifications are mandatory for this role

4. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scriptin	N/A - no additional certifications are mandatory for this role

5. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A - no additional certifications are mandatory for this role

6. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
- AV Compression - Content Scheduling and Playout Coordination - Master Control Room Operations	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
- Configuration Management - Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A – no additional certifications are mandatory for this role

11. Colourist

Additional Skills:	Additional Certifications:
- Colour Grading - Photographic Image Manipulation - Video Editing	N/A – no additional certifications are mandatory for this role

12. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

14. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

15. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Real-Time Rendering Optimisation • Visual Style Development • Digital Lighting	N/A – no additional certifications are mandatory for this role

16. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Drone Operations • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

17. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Predictive Maintenance • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

18. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

20. Maintenance Engineer

Additional Skills:	Additional Certifications:
Predictive Maintenance	N/A – no additional certifications are mandatory for this role

21. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

22. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

23. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

24. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

26. Rigger

Additional Skills:	Additional Certifications:
• Operations Management • Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

27. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

28. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

29. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Microphone Technique • Sound Recording Operations	N/A – no additional certifications are mandatory for this role

30. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

32. Technical Producer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Production Planning and Scheduling • Process Optimisation	N/A – no additional certifications are mandatory for this role

33. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

34. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

35. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Digital and Graphic Technician



Production

Technical

Sales and Advertising

Support

Cluster



Technical Crew
(TV / Digital)

Job Purpose



Ensures secure and accurate handling of production media by offloading, verifying, backing up and logging audio-visual files to maintain data integrity and traceability across the workflow.

Key Activities

1. Offload and verify footage and audio from recording devices, ensuring file completeness and checksum verification where applicable.
2. Maintain structured backups and storage copies, following agreed redundancy and security procedures.
3. Apply consistent naming conventions and metadata logging to support traceability, searchability and post-production handover.
4. Coordinate with Digital Graphic Engineer and post-production teams to deliver verified assets within required timelines.
5. Maintain storage device inventory, labelling and movement logs to reduce risk of loss or corruption.
6. Report integrity issues immediately and support recovery actions according to established procedures.

Prime Skills

- | | |
|--|---|
| 1. Asset Management | 7. Media Content Cataloguing |
| 2. Cloud Based Media Operations | 8. Media File Formats Conformation |
| 3. Database Management | 9. Production Operations |
| 4. Incident Management | 10. Quality Assurance and Quality Control |
| 5. Inventory Management | 11. Reporting and Documentation |
| 6. Media Asset and Metadata Management | 12. Technical Support |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Production Assistant

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Equipment Operation	N/A - no additional certifications are mandatory for this role

2. Technical Assistant

Additional Skills:	Additional Certifications:
• Equipment Management • Logistics Management • Technical Operations	N/A - no additional certifications are mandatory for this role

3. AI, Automation and Prompt Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A - no additional certifications are mandatory for this role

4. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scriptin	N/A - no additional certifications are mandatory for this role

5. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Equipment Operation • Sound Mixing • Sound Recording Operations	N/A - no additional certifications are mandatory for this role

6. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

8. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

9. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

14. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

15. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

16. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Technical Operations • Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

17. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

18. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Signal Processing • Technical Operations	N/A – no additional certifications are mandatory for this role

20. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

21. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

22. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Technical Director



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission)
(TV / Radio / Digital)

Job Purpose



Provides end-to-end technical leadership across linear broadcast (TV / Radio) and digital streaming operations to ensure reliable, compliant and high-quality content delivery. Sets direction for transmission integrity, operational excellence and continuous improvement across all platforms.

Key Activities

1. Lead technical governance across TV, Radio and Digital delivery operations, ensuring consistent service quality, readiness and compliance.
2. Direct cross-functional teams spanning broadcast operations, transmission/distribution, engineering and digital platform operations.
3. Define and enforce operational policies, SOPs, quality assurance standards and incident escalation frameworks across all delivery pipelines.
4. Oversee playout and content delivery ecosystems for both linear and OTT environments.
5. Drive platform reliability through resilience planning, redundancy design, disaster recovery readiness and regular operational drills.
6. Own performance tracking, such as uptime, incident response and quality metrics and lead continuous improvement initiatives.
7. Manage budgets, resource allocation, vendor relationships and infrastructure roadmaps aligned to evolving industry standards and technologies.
8. Partner with internal stakeholders and external regulators/platform partners to ensure broadcast readiness and platform adherence.

Prime Skills

- | | |
|--|--|
| 1. AV Compression | 9. Financial Acumen |
| 2. Broadcast System Integration | 10. Incident Management |
| 3. Budget Management and Cost Management | 11. Infrastructure Strategy |
| 4. Business Environment Analytics | 12. Operations Management |
| 5. Crisis Management | 13. People and Performance Management |
| 6. Cyber Risk Management | 14. Policy Implementation and Revision |
| 7. Cybersecurity Knowledge | 15. Process Optimisation |
| 8. Cybersecurity Management | 16. Resource Management |

17. Risk Management	21. System Performance Management
18. Solution Architecture	22. Technology Governance
19. Strategy Development and Implementation Management	23. Vendor Management
20. System Integration and Configuration	24. Workplace Safety and Health

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Radio Producer

Additional Skills:	Additional Certifications:
• Project Management • Content Compliance Review • Production Operations	N/A – no additional certifications are mandatory for this role

2. News Producer

Additional Skills:	Additional Certifications:
• Production Operations • Content Compliance Review • Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

3. Show Producer

Additional Skills:	Additional Certifications:
• Production Operations • Content Compliance Review • Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

4. Creative Director

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Director

Additional Skills:	Additional Certifications:
• Production Operations • Direction • Creative Execution	N/A – no additional certifications are mandatory for this role

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

7. Head of Engineering

Additional Skills:	Additional Certifications:
• Equipment Management • Operations Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

9. Head of Platform Operations

Additional Skills:	Additional Certifications:
• Data Privacy and Security • Platform Knowledge and Deployment • Compliance Review and Reporting	N/A – no additional certifications are mandatory for this role

10. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Technical Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Technical Operations	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Operations Manager



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission)
(TV / Radio / Digital)

Job Purpose



Manages internal content operations that prepare and control programming for transmission and publishing across TV, Radio and Digital platforms. Ensures schedules, ingest/QC workflows, metadata, and operational processes are executed accurately and efficiently to maintain delivery readiness.

Key Activities

1. Oversee daily operations for content readiness across linear and digital platforms, including ingest, QC, scheduling, metadata and handoffs to playout.
2. Ensure media assets meet platform-specific requirements, including formats, audio, subtitles, artwork, IDs, metadata and rights windows.
3. Supervise operational systems, including MAM/CMS, automation, scheduling and transmission/distribution monitoring tools, to ensure accurate delivery and service quality.
4. Coordinate with editorial, production, engineering, platform and distribution teams to resolve content and transmission issues, such as missing assets, wrong specs, signal loss or platform outages.
5. Maintain and improve SOPs, checklists, and quality controls to reduce errors and improve repeatability across content and distribution workflows.
6. Monitor operational and distribution KPIs, including timeliness, rejection rates, incident volumes, and uptime and implement process improvements.
7. Lead incident response and recovery for operational or distribution disruptions, coordinating with teams, vendors and platform partners.
8. Support modernization initiatives, including automation, AI, and delivery technology upgrades, to improve efficiency, reliability and scalability.
9. Maintain documentation, including workflows, network diagrams, distribution routes, redundancy plans and incident logs.

Prime Skills

- | | |
|------------------------------------|---------------------------------------|
| 1. AV Compression | 8. Cybersecurity Knowledge |
| 2. Business Environment Analytics | 9. Cybersecurity Management |
| 3. Business Intelligence | 10. Incident Management |
| 4. Business Process Management | 11. Infrastructure Strategy |
| 5. Compliance Review and Reporting | 12. Media File Formats Conformation |
| 6. Crisis Management | 13. Operations Management |
| 7. Cyber Risk Management | 14. People and Performance Management |

15. Preventive Maintenance	20. Risk Management
16. Process Automation	21. System Performance Management
17. Process Optimisation	22. Technical Inspection
18. Quality Assurance and Quality Control	23. Vendor Management
19. Reporting and Documentation	

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A - no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A - no additional certifications are mandatory for this role

3. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Script Comprehension and Interpretation • Visual Style Development	N/A - no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Guided Storytelling	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A - no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A - no additional certifications are mandatory for this role

7. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A - no additional certifications are mandatory for this role

8. Cybersecurity Developer / Specialist

Additional Skills:	Additional Certifications:
• Cyber Risk Management • Cybersecurity Management • Vulnerability Assessment and Penetration Testing	N/A - no additional certifications are mandatory for this role

9. Full Stack Developer

Additional Skills:	Additional Certifications:
• Programming • Coding and Scripting • Front-End Technologies • Back-End Technologies	N/A - no additional certifications are mandatory for this role

10. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Maintenance Manager

Additional Skills:	Additional Certifications:
• Equipment Management • Operations Management • Preventive Maintenance	N/A – no additional certifications are mandatory for this role

12. NOC Manager

Additional Skills:	Additional Certifications:
• Operations Management • Quality Assurance and Quality Control • System Performance Management	N/A – no additional certifications are mandatory for this role

13. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

14. Project Manager

Additional Skills:	Additional Certifications:
• Project Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

15. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

16. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Technical Director

Additional Skills:	Additional Certifications:
• Risk Management • System Performance Management • Technology Governance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

NOC Manager



Production

Technical

Sales and Advertising

Support

Cluster

Technical Operations and Transmission (Technical Transmission)
(TV / Radio)

Job Purpose



Leads master control operations to ensure accurate, compliant, uninterrupted 24/7 playout and transmission of TV and Radio services, including live event switching readiness and rapid incident response.

Key Activities

1. Supervise NOC shifts and on-air execution, ensuring schedule adherence and continuity across channels/services.
2. Oversee monitoring of audio, video and metadata integrity and compliance with broadcast standards.
3. Lead incident response and coordinate with transmission and engineering teams for recovery and post-incident reporting.
4. Ensure accurate logs, as-run records and incident documentation for audits and compliance.
5. Manage operational readiness for live events, breaking news and urgent schedule changes.
6. Coach operators/engineers and enforce SOPs, safety standards and escalation protocols.

Prime Skills

- | | |
|--|---|
| 1. AV Compression | 9. People and Performance Management |
| 2. Business Environment Analytics | 10. Preventive Maintenance |
| 3. Content Scheduling and Playout Coordination | 11. Production Operations |
| 4. Cybersecurity Knowledge | 12. Quality Assurance and Quality Control |
| 5. Incident Management | 13. Regulatory Compliance |
| 6. Master Control Room Operations | 14. Reporting and Documentation |
| 7. Media File Formats Conformation | 15. System Performance Management |
| 8. Operations Management | 16. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Procurement for Production Operations • Logistics Management	N/A – no additional certifications are mandatory for this role

2. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Script Comprehension and Interpretation • Visual Style Development	N/A – no additional certifications are mandatory for this role

3. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Guided Storytelling	N/A – no additional certifications are mandatory for this role

4. Technical Director

Additional Skills:	Additional Certifications:
• Risk Management • System Performance Management • Technology Governance	N/A – no additional certifications are mandatory for this role

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A - no additional certifications are mandatory for this role

8. Cybersecurity Developer / Specialist

Additional Skills:	Additional Certifications:
• Cyber Risk Management • Cybersecurity Management • Vulnerability Assessment and Penetration Testing	N/A - no additional certifications are mandatory for this role

9. Full Stack Developer

Additional Skills:	Additional Certifications:
• Programming • Coding and Scripting • Front-End Technologies • Back-End Technologies	N/A - no additional certifications are mandatory for this role

10. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A - no additional certifications are mandatory for this role

11. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Risk Management	N/A - no additional certifications are mandatory for this role

12. Maintenance Manager

Additional Skills:	Additional Certifications:
• Equipment Management • Operations Management • Preventive Maintenance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
- Compliance Review and Reporting - Database Management - Media Asset and Metadata Management	N/A – no additional certifications are mandatory for this role

14. Operations Manager

Additional Skills:	Additional Certifications:
- Crisis Management - Compliance Review and Reporting - Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

15. Post-Production Producer

Additional Skills:	Additional Certifications:
- Production Operations - Project Management - Content Compliance Review	N/A – no additional certifications are mandatory for this role

16. Project Manager

Additional Skills:	Additional Certifications:
- Project Management - Resource Management - Risk Management	N/A – no additional certifications are mandatory for this role

17. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

AI, Automation and Prompt Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission)
(TV / Radio / Digital)

Job Purpose



Develops and implements AI-enabled tools and automation workflows to improve efficiency, consistency and quality across TV, Radio and Digital content operations and delivery.

Key Activities

1. Build automation for QC validation, metadata checks, scheduling support, monitoring/alert correlation and reporting.
2. Integrate tools with operational systems, such as MAM/CMS, automation, monitoring, ticketing to reduce manual work and errors.
3. Implement performance monitoring and refinement of AI/automation solutions for reliability and auditability.
4. Define governance controls, such as access, logging, editorial constraints, compliance, data security, for safe adoption.
5. Train and support operations teams to embed automation into daily workflows.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 12. Platform Knowledge and Deployment |
| 2. Back-End Technologies | 13. Preventive Maintenance |
| 3. Communications Channel Management | 14. Process Automation |
| 4. Cybersecurity Knowledge | 15. Programming |
| 5. Cybersecurity Management | 16. Coding and Scripting |
| 6. Data Ethics | 17. Prompt Engineering |
| 7. Data Privacy and Security | 18. Reporting and Documentation |
| 8. Machine Learning | 19. System Integration and Configuration |
| 9. Media Asset and Metadata Management | 20. Technical Support |
| 10. Network Automation | 21. Technology Governance |
| 11. Operations Management | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Radio Frequency (RF) Engineer

Additional Skills:

- Network Administration and Maintenance
- Network Configuration and Troubleshooting
- Radio Frequency Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. App Developer

Additional Skills:

- Application Programming Interface (API)
- Applications Development
- Programming
- Coding and Scripting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Audio Operator / Engineer

Additional Skills:

- Equipment Operation
- Sound Mixing
- Sound Recording Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

7. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

13. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

14. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Network Administration and Maintenance • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

15. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

16. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

17. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

19. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

20. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

21. Ingest Operator

Additional Skills:	Additional Certifications:
• File Version Control and Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

22. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

25. NOC Engineer

Additional Skills:	Additional Certifications:
• Master Control Room Operations • Network Configuration and Troubleshooting • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

27. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

28. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Business Process Management • Project Management • Risk Management	N/A – no additional certifications are mandatory for this role

29. Project Engineer

Additional Skills:	Additional Certifications:
• Process Optimisation • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

31. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

32. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

33. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

34. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

35. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

37. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

38. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • System Performance Management	N/A – no additional certifications are mandatory for this role

39. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

40. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

41. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Ingest Operator



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission)
(TV / Radio / Digital)

Job Purpose



Ingests, verifies and prepares content for both linear and digital workflows, ensuring correct technical formats, metadata completeness and readiness for playout or publishing.

Key Activities

1. Ingest video/audio assets into MAM/CMS systems and validate file integrity and compatibility.
2. Perform first-line QC checks and troubleshoot ingest issues, such as corruption, missing audio and wrong specs.
3. Apply accurate metadata tagging, naming conventions and storage placement for retrieval and traceability.
4. Coordinate with production/editorial/operations teams on delivery exceptions and readiness.
5. Maintain ingest logs, exception reports and handover documentation.

Prime Skills

- | | |
|--|--|
| 1. File Version Control and Management | 5. Operations Management |
| 2. Media Asset and Metadata Management | 6. Preventive Maintenance |
| 3. Media Content Cataloguing | 7. Quality Assurance and Quality Control |
| 4. Media File Formats Conformation | 8. Reporting and Documentation |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI, Automation and Prompt Engineer

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A – no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - Network Configuration and Troubleshooting - Radio Frequency Engineering	N/A – no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:	Additional Certifications:
- Operations Management - Inventory Management - Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

5. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scriptin	N/A – no additional certifications are mandatory for this role

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

9. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

10. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

12. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

15. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Platform Knowledge and Deployment • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

16. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

17. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

18. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

21. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

22. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

24. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. NOC Engineer

Additional Skills:	Additional Certifications:
- Master Control Room Operations - Network Automation - Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

26. Operations Manager

Additional Skills:	Additional Certifications:
- Crisis Management - Compliance Review and Reporting - Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

27. Playout Operator

Additional Skills:	Additional Certifications:
- Content Scheduling and Playout Coordination - Master Control Room Operations	N/A – no additional certifications are mandatory for this role

28. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
- Project Management - Risk Management - Technology Governance	N/A – no additional certifications are mandatory for this role

29. Project Engineer

Additional Skills:	Additional Certifications:
- Process Optimisation - Project Management - Resource Management	N/A – no additional certifications are mandatory for this role

30. Rigger

Additional Skills:	Additional Certifications:
- Equipment Operation - Production Operations - Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

32. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

33. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

34. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

35. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

36. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

38. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A - no additional certifications are mandatory for this role

39. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Broadcast Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission)
(TV / Radio / Digital)

Job Purpose



Maintains and troubleshoots broadcast and transmission systems, including audio, video, RF and IT components, supporting TV and Radio operations, minimising downtime through preventive maintenance and rapid incident support.

Key Activities

1. Conduct preventive maintenance, inspections, calibration and repair of broadcast equipment and infrastructure.
2. Provide technical support during live operations, troubleshooting failures impacting transmission continuity.
3. Support installations, upgrades, testing and commissioning of new systems.
4. Maintain maintenance records, spares tracking and vendor coordination.
5. Ensure occupational safety and operational compliance in all engineering work.
6. Apply engineering practices across audio, video, transmission chain integrity, RF interfaces, IT-broadcast systems and integrated workflows.

Prime Skills

- | | |
|--|---------------------------------|
| 1. Asset Management | 9. Preventive Maintenance |
| 2. Broadcast System Integration | 10. Regulatory Compliance |
| 3. Cloud Based Media Operations | 11. Reporting and Documentation |
| 4. Equipment Diagnosis and Repair | 12. Signal Processing |
| 5. Equipment Management | 13. Technical Inspection |
| 6. Incident Management | 14. Technical Support |
| 7. Network Configuration and Troubleshooting | 15. Vendor Management |
| 8. Networking Fundamentals | 16. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI, Automation and Prompt Engineer

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A - no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Configuration Management - Network Administration and Maintenance - Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Production Planning and Scheduling - Inventory Management	N/A - no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

5. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scripting	N/A - no additional certifications are mandatory for this role

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Configuration Management • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A – no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A – no additional certifications are mandatory for this role

14. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - Platform Knowledge and Deployment - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

15. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A – no additional certifications are mandatory for this role

16. DevOps

Additional Skills:	Additional Certifications:
- DevOps - Configuration Management - Process Automation	N/A – no additional certifications are mandatory for this role

17. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
- Colour Grading - Real-Time Rendering Optimisation - Visual Style Development	N/A – no additional certifications are mandatory for this role

18. Drone Camera Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Drone Operations - Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

20. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

21. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

22. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

24. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Switches and Routers Configuration • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. NOC Engineer

Additional Skills:	Additional Certifications:
• Master Control Room Operations • Network Automation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

27. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

28. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

29. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

30. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

32. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Emergency Management • Network Administration and Maintenance	N/A – no additional certifications are mandatory for this role

33. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

34. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

35. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

36. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Quality Assurance and Quality Control • Technical Operations	N/A – no additional certifications are mandatory for this role

38. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

39. Traffic Scheduling Executive

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Media Asset and Metadata Management • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

40. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

41. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

42. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Broadcast Transmission Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission)
(TV / Radio)

Job Purpose



Ensures uninterrupted TV and Radio transmission by monitoring distribution chains, managing real-time technical issues and coordinating restoration with operations and engineering teams.

Key Activities

1. Monitor transmission outputs and distribution paths for quality and stability.
2. Operate automation/distribution interfaces supporting transitions, live insertions and source switching.
3. Diagnose signal faults, such as loss, artifacts, audio mapping errors and sync issues and execute recovery procedures.
4. Maintain transmission logs and incident records for compliance and reporting.
5. Coordinate escalations with engineering teams and external distribution partners.

Prime Skills

- | | |
|--|--------------------------------|
| 1. AV Compression | 7. Regulatory Compliance |
| 2. Content Scheduling and Playout Coordination | 8. Reporting and Documentation |
| 3. Equipment Diagnosis and Repair | 9. Signal Processing |
| 4. Incident Management | 10. Technical Support |
| 5. Master Control Room Operations | 11. Vendor Management |
| 6. Preventive Maintenance | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI, Automation and Prompt Engineer

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A - no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - Network Configuration and Troubleshooting - Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

5. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scripting	N/A - no additional certifications are mandatory for this role

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A – no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A – no additional certifications are mandatory for this role

14. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
- Network Configuration and Troubleshooting - Platform Knowledge and Deployment - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

15. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A – no additional certifications are mandatory for this role

16. DevOps

Additional Skills:	Additional Certifications:
- DevOps - Configuration Management - Process Automation	N/A – no additional certifications are mandatory for this role

17. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
- Colour Grading - Real-Time Rendering Optimisation - Visual Style Development	N/A – no additional certifications are mandatory for this role

18. Drone Camera Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Drone Operations - Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

20. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

21. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

22. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

24. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. NOC Engineer

Additional Skills:	Additional Certifications:
• Network Automation • Network Configuration and Troubleshooting • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. NOC Manager

Additional Skills:	Additional Certifications:
• Operations Management • Quality Assurance and Quality Control • System Performance Management	N/A – no additional certifications are mandatory for this role

27. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

28. Playout Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

29. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

30. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

32. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

33. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Network Administration and Maintenance • Networking Fundamentals	N/A – no additional certifications are mandatory for this role

34. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

35. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

36. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

38. Streaming Operator

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Network Configuration and Troubleshooting • Technical Operations	N/A – no additional certifications are mandatory for this role

39. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

40. Traffic Scheduling Executive

Additional Skills:	Additional Certifications:
• Database Management • Media Asset and Metadata Management • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

41. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

42. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

43. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Broadcast Network Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission)
(TV / Radio)

Job Purpose



Designs and maintains broadcast-critical IP network infrastructure enabling secure, low-latency, high-availability media transport and control connectivity for TV and Radio services.

Key Activities

1. Configure and maintain routers, switches, firewalls, VLAN / QoS and monitoring for broadcast networks.
2. Support media transport workflows and ensure low-latency, high-availability connectivity.
3. Troubleshoot network issues impacting playout, contribution and distribution.
4. Implement cybersecurity controls for broadcast-critical segments and systems.
5. Maintain documentation and change records.
6. Support capacity planning and upgrade.

Prime Skills

- | | |
|--|--|
| 1. Access Control Management | 11. Networking Fundamentals |
| 2. AV Compression | 12. Preventive Maintenance |
| 3. Broadcast System Integration | 13. Regulatory Compliance |
| 4. Configuration Management | 14. Reporting and Documentation |
| 5. Cybersecurity Knowledge | 15. Signal Processing |
| 6. Equipment Diagnosis and Repair | 16. Solution Architecture |
| 7. Network Administration and Maintenance | 17. Switches and Routers Configuration |
| 8. Network Automation | 18. TCP/IP and Networking Protocols |
| 9. Network Configuration and Troubleshooting | 19. Technical Support |
| 10. Network Security | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. AI, Automation and Prompt Engineer**

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A – no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Radio Frequency Engineering - Technical Inspection - Technical Operations	N/A – no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

5. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scripting	N/A – no additional certifications are mandatory for this role

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
- Content Scheduling and Playout Coordination - Master Control Room Operations	N/A - no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Lighting Operations - Visual Style Development	N/A - no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A - no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Colour Grading - Visual Style Development	N/A - no additional certifications are mandatory for this role

12. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
- Cloud Computing - Platform Knowledge and Deployment	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

14. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

15. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

16. DevOps

Additional Skills:	Additional Certifications:
• DevOps • System Integration and Configuration • Process Automation	N/A – no additional certifications are mandatory for this role

17. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

18. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

20. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

21. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

22. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

24. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Database Management • System Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. NOC Engineer

Additional Skills:	Additional Certifications:
• Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. NOC Manager

Additional Skills:	Additional Certifications:
• Operations Management • Quality Assurance and Quality Control • System Performance Management	N/A – no additional certifications are mandatory for this role

27. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

28. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

29. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

30. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

32. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

33. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Management • Incident Management	N/A – no additional certifications are mandatory for this role

34. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

35. Security Engineer

Additional Skills:	Additional Certifications:
• Vulnerability Assessment and Penetration Testing • Cybersecurity Management • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

36. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

38. Streaming Operator

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Quality Assurance and Quality Control • Technical Operations	N/A – no additional certifications are mandatory for this role

39. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

40. Traffic Scheduling Executive

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Media Asset and Metadata Management • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

41. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

42. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

43.Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Managemen	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Radio Frequency (RF) Engineer



Production

Technical

Sales and Advertising

Support

Cluster

Technical Operations and Transmission (Technical Transmission)
(TV / Digital)

Job Purpose



Plans, configures and manages wireless and radio frequency systems used in production and transmission workflows, ensuring interference-free, stable signal performance for live and recorded broadcasts.

Key Activities

1. Plan RF coordination for productions, including frequency allocation, channel plans and interference risk assessment for studio and field environments.
2. Install, configure, and maintain wireless systems, including microphones, IEMs, IFB, wireless camera links, antennas, RF distribution.
3. Monitor RF spectrum and troubleshoot interference, dropouts and signal degradation during rehearsals and live operations.
4. Coordinate with production, audio, engineering and transmission teams to align wireless requirements and technical routing.
5. Maintain documentation, such as frequency charts, approvals, incident logs and ensure compliance with applicable spectrum and licensing rules.
6. Support post-event technical reviews to improve RF reliability and deployment efficiency.

Prime Skills

- | | |
|--|--|
| 1. Configuration Management | 10. Regulatory Compliance |
| 2. Equipment Management | 11. Reporting and Documentation |
| 3. Incident Management | 12. Signal Processing |
| 4. Network Administration and Maintenance | 13. Switches and Routers Configuration |
| 5. Network Configuration and Troubleshooting | 14. TCP/IP and Networking Protocols |
| 6. Networking Fundamentals | 15. Technical Inspection |
| 7. Operations Management | 16. Technical Operations |
| 8. Preventive Maintenance | 17. Technical Support |
| 9. Radio Frequency Engineering | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI, Automation and Prompt Engineer

Additional Skills:

- Machine Learning
- Process Automation
- Prompt Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. App Developer

Additional Skills:

- Application Programming Interface (API)
- Applications Development
- Programming
- Coding and Scripting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Audio Operator / Engineer

Additional Skills:

- Equipment Operation
- Sound Mixing
- Sound Recording Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

7. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Automation • Network Security	N/A – no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

13. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

14. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

15. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

16. DevOps

Additional Skills:	Additional Certifications:
• DevOps • System Integration and Configuration • Process Automation	N/A – no additional certifications are mandatory for this role

17. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

19. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Predictive Maintenance • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

20. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

21. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

22. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Diagnosis and Repair • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Database Management • System Performance Management	N/A – no additional certifications are mandatory for this role

25. NOC Engineer

Additional Skills:	Additional Certifications:
• Master Control Room Operations • Network Automation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

27. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

28. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

29. Project Engineer

Additional Skills:	Additional Certifications:
• Process Optimisation • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

31. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

32. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Emergency Management • Equipment Diagnosis and Repair	N/A – no additional certifications are mandatory for this role

33. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

34. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

35. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
- Media Asset and Metadata Management - Microphone Technique - Sound Recording Operations	N/A – no additional certifications are mandatory for this role

37. Streaming Operator

Additional Skills:	Additional Certifications:
- AV Compression - Cloud Based Media Operations - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

38. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
- Cloud Based Media Operations - Platform Knowledge and Deployment - System Performance Management	N/A – no additional certifications are mandatory for this role

39. UI / UX Developer

Additional Skills:	Additional Certifications:
- User Interface Design - User Experience Design - User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

40. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
- Multi-Camera Operations - Vision Mixing - Visual Style Development	N/A – no additional certifications are mandatory for this role

41. Web Developer

Additional Skills:	Additional Certifications:
- Website Design - Programming - Coding and Scripting - Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Satellite Broadcast Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission)
(TV / Radio)

Job Purpose



Maintains fixed and mobile satellite transmission systems supporting TV and Radio contribution and distribution, ensuring reliable satellite links for studio connectivity and live event coverage.

Key Activities

1. Install, align, test, and maintain satellite dishes and supporting RF components for TX/RX.
2. Monitor link performance and resolve impairments, such as pointing, interference and equipment faults.
3. Coordinate satellite operations with production, transmission and external service providers.
4. Enforce safety and compliance in field setups and high-risk environments.
5. Maintain technical documentation, checklists and incident records.

Prime Skills

- | | |
|---|---------------------------------|
| 1. AV Compression | 9. Preventive Maintenance |
| 2. Emergency Management | 10. Regulatory Compliance |
| 3. Equipment Diagnosis and Repair | 11. Reporting and Documentation |
| 4. Equipment Management | 12. Signal Processing |
| 5. Incident Management | 13. Technical Inspection |
| 6. Network Administration and Maintenance | 14. Vendor Management |
| 7. Networking Fundamentals | 15. Workplace Safety and Health |
| 8. Operations Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI, Automation and Prompt Engineer

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A - no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Configuration Management - Network Configuration and Troubleshooting - Radio Frequency Engineering	N/A - no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Direction	N/A - no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

5. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scripting	N/A - no additional certifications are mandatory for this role

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

9. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations	N/A - no additional certifications are mandatory for this role

10. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A - no additional certifications are mandatory for this role

11. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A - no additional certifications are mandatory for this role

12. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

15. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Platform Knowledge and Deployment • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

16. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

17. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

18. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A - no additional certifications are mandatory for this role

20. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
Predictive Maintenance	N/A - no additional certifications are mandatory for this role

21. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A - no additional certifications are mandatory for this role

22. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A - no additional certifications are mandatory for this role

23. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A - no additional certifications are mandatory for this role

24. Maintenance Engineer

Additional Skills:	Additional Certifications:
Predictive Maintenance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Switches and Routers Configuration • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

26. NOC Engineer

Additional Skills:	Additional Certifications:
• Network Automation • Network Configuration and Troubleshooting • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

27. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

28. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

29. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

30. Project Engineer

Additional Skills:	Additional Certifications:
• Process Optimisation • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

32. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

33. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

34. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

35. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

36. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Streaming Operator

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Network Configuration and Troubleshooting • Technical Operations	N/A - no additional certifications are mandatory for this role

38. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A - no additional certifications are mandatory for this role

39. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

40. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A - no additional certifications are mandatory for this role

41. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Security Engineer



Production

Technical

Sales and Advertising

Support

Cluster

Technical Operations and Transmission (Technical Transmission)
(TV / Radio)

Job Purpose



Ensure the cybersecurity, IT security, and regulatory compliance of broadcasting systems and networks to protect operational and technical assets.

Key Activities

1. Ensure robust cybersecurity and IT security across broadcast systems, transmission networks, and operational workflows.
2. Design, implement, and monitor security controls for broadcast infrastructure, equipment, and IT systems to safeguard content and operational continuity.
3. Conduct vulnerability assessments, penetration testing, and risk audits for broadcast and transmission systems.
4. Monitor intrusion detection systems, security alerts, and operational networks to identify and respond to potential threats.
5. Collaborate with engineering, IT, and operational teams to integrate security practices into broadcast workflows, deployments, and system maintenance.
6. Maintain security documentation, incident reports, policies, and technical guidelines specific to broadcasting operations.
7. Respond to and investigate security incidents, coordinating with internal teams and external vendors to restore secure operations quickly.
8. Ensure compliance with broadcasting industry standards, regulatory requirements, and internal security policies.

Prime Skills

- | | |
|------------------------------|--|
| 1. Access Control Management | 10. Preventive Maintenance |
| 2. Cyber Risk Management | 11. Regulatory Compliance |
| 3. Cybersecurity Knowledge | 12. Reporting and Documentation |
| 4. Cybersecurity Management | 13. Switches and Routers Configuration |
| 5. Emergency Management | 14. TCP/IP and Networking Protocols |
| 6. Incident Management | 15. Technical Inspection |
| 7. Network Security | 16. Vendor Management |
| 8. Networking Fundamentals | 17. Vulnerability Assessment and Penetration Testing |
| 9. Predictive Maintenance | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI, Automation and Prompt Engineer

Additional Skills:

- Machine Learning
- Process Automation
- Prompt Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:

- Network Configuration and Troubleshooting
- Radio Frequency Engineering
- Signal Processing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. App Developer

Additional Skills:

- Application Programming Interface (API)
- Applications Development
- Programming
- Coding and Scripting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Equipment Operation • Sound Mixing • Sound Recording Operations	N/A – no additional certifications are mandatory for this role

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

9. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

10. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

13. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

15. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Network Administration and Maintenance • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

16. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

17. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

19. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Operations Management	N/A – no additional certifications are mandatory for this role

21. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

22. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

23. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Maintenance Engineer

Additional Skills:	Additional Certifications:
- Equipment Diagnosis and Repair - Equipment Management	N/A – no additional certifications are mandatory for this role

25. Network Operations Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

26. NOC Engineer

Additional Skills:	Additional Certifications:
- Network Automation - Network Configuration and Troubleshooting - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

27. NOC Manager

Additional Skills:	Additional Certifications:
- Operations Management - Quality Assurance and Quality Control - System Performance Management	N/A – no additional certifications are mandatory for this role

28. Operations Manager

Additional Skills:	Additional Certifications:
- Crisis Management - Compliance Review and Reporting - Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

29. Playout Operator

Additional Skills:	Additional Certifications:
- Content Scheduling and Playout Coordination - Master Control Room Operations - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

31. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

32. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

33. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

34. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Networking Administration and Maintenance • Signal Processing	N/A – no additional certifications are mandatory for this role

35. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

37. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

38. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

39. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

40. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

41. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

42. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

NOC Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission)
(TV / Radio)

Job Purpose



Operates master control systems to maintain continuous TV and Radio playout and transmission, ensuring signal integrity and rapid incident resolution under MCR leadership.

Key Activities

1. Monitor and operate playout and signal routing systems during live and scheduled transmission, ensuring seamless delivery across all channels.
2. Perform pre-transmission checks on servers, encoders, routing paths, alarms, and redundancy status to maintain system reliability.
3. Maintain audio and video sync, validate metadata, and confirm channel branding triggers where applicable.
4. Troubleshoot faults and execute recovery steps, escalating complex or network-related issues to the appropriate teams.
5. Coordinate with ingest, scheduling, and network operations teams to confirm asset readiness and smooth workflow.
6. Maintain accurate incident logs, shift handover notes, and operational documentation to support efficient NOC operations.

Prime Skills

1. AV Compression
2. Content Scheduling and Playout Coordination
3. Cybersecurity Knowledge
4. Equipment Diagnosis and Repair
5. Equipment Management
6. Incident Management
7. Master Control Room Operations
8. Media Content Cataloguing
9. Network Automation
10. Network Configuration and Troubleshooting
11. Operations Management
12. Preventive Maintenance
13. Quality Assurance and Quality Control
14. Regulatory Compliance
15. Reporting and Documentation
16. Signal Processing
17. Technical Inspection
18. Technical Support

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. AI, Automation and Prompt Engineer****Additional Skills:**

- Machine Learning
- Process Automation
- Prompt Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer**Additional Skills:**

- Configuration Management
- Network Administration and Maintenance
- Radio Frequency Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Floor Manager**Additional Skills:**

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Production Coordinator**Additional Skills:**

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. App Developer**Additional Skills:**

- Application Programming Interface (API)
- Applications Development
- Programming
- Coding and Scripting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Equipment Operation • Sound Mixing • Sound Recording Operations	N/A - no additional certifications are mandatory for this role

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

9. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
Vendor Management	N/A - no additional certifications are mandatory for this role

10. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A - no additional certifications are mandatory for this role

11. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

13. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

15. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Platform Knowledge and Deployment • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

16. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

17. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

19. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Vendor Management • Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

21. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

22. Ingest Operator

Additional Skills:	Additional Certifications:
• File Version Control and Management • Media Asset and Metadata Management • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

23. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

25. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Switches and Routers Configuration • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

26. NOC Manager

Additional Skills:	Additional Certifications:
• People and Performance Management • System Performance Management	N/A – no additional certifications are mandatory for this role

27. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

28. Playout Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

29. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Project Engineer

Additional Skills:	Additional Certifications:
• Process Optimisation • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

31. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

32. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

33. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Network Administration and Maintenance • Networking Fundamentals	N/A – no additional certifications are mandatory for this role

34. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

35. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

37. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

38. Streaming Operator

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Network Configuration and Troubleshooting • Technical Operations	N/A – no additional certifications are mandatory for this role

39. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

40. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

41. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

42. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Streaming Platform Operations Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission) (Digital)

Job Purpose



Operates and optimises streaming delivery pipelines to ensure seamless, high-quality OTT playback experiences across devices, focusing on performance, scalability, reliability and incident response.

Key Activities

1. Configure and operate streaming systems supporting encoding, packaging, distribution and playback monitoring.
2. Monitor end-to-end delivery health and troubleshoot availability, buffering or quality degradations.
3. Support live events with runbooks, redundancy/failover controls and rapid incident resolution.
4. Collaborate with broadcast, cloud, CDN and engineering teams to align outputs with platform requirements.
5. Improve reliability through automation, observability, testing and documentation.
6. Maintain configuration standards, operational dashboards and performance metrics reporting.
7. Ensure content security controls (e.g., DRM, tokenisation) and distribution protocol compliance.

Prime Skills

- | | |
|---|---|
| 1. Access Control Management | 12. Incident Management |
| 2. AV Compression | 13. Machine Learning |
| 3. Broadcast System Integration | 14. Network Automation |
| 4. Cloud Based Media Operations | 15. Network Configuration and Troubleshooting |
| 5. Cloud Computing | 16. Network Security |
| 6. Configuration Management | 17. Operations Management |
| 7. Data Privacy and Security | 18. Platform Knowledge and Deployment |
| 8. Data Visualisation and Dashboard Development | 19. Preventive Maintenance |
| 9. Database Management | 20. Process Automation |
| 10. DevOps | 21. Regulatory Compliance |
| 11. Emergency Management | 22. Reporting and Documentation |

23. System Integration and Configuration

25. Technical Support

24. System Performance Management

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI, Automation and Prompt Engineer

Additional Skills:

- Machine Learning
- Process Automation
- Prompt Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:

- Network Administration and Maintenance
- Radio Frequency Engineering
- Signal Processing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scriptin	N/A – no additional certifications are mandatory for this role

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Equipment Operation • Sound Mixing • Sound Recording Operations	N/A – no additional certifications are mandatory for this role

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

9. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

10. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A - no additional certifications are mandatory for this role

12. CCU Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Colour Grading - Visual Style Development	N/A - no additional certifications are mandatory for this role

13. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Data Protection Management	N/A - no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A - no additional certifications are mandatory for this role

15. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

16. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. DevOps

Additional Skills:	Additional Certifications:
• Back-End Technologies • Programming Cosing and Scripting	N/A - no additional certifications are mandatory for this role

18. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A - no additional certifications are mandatory for this role

19. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A - no additional certifications are mandatory for this role

20. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A - no additional certifications are mandatory for this role

21. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A - no additional certifications are mandatory for this role

22. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

24. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

25. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Switches and Routers Configuration • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

26. NOC Engineer

Additional Skills:	Additional Certifications:
• Master Control Room Operations • Quality Assurance and Quality Control • Signal Processing	N/A – no additional certifications are mandatory for this role

27. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

28. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

29. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

30. Project Engineer

Additional Skills:	Additional Certifications:
• Process Optimisation • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

31. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

32. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

33. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

34. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

35. Security Engineer

Additional Skills:	Additional Certifications:
• Vulnerability Assessment and Penetration Testing • Cybersecurity Management • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

36. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

37. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

38. Streaming Operator

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Signal Processing • Technical Operations	N/A – no additional certifications are mandatory for this role

39. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

40. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

41. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cloud Infrastructure Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission) (Digital)

Job Purpose



Builds and maintains secure, scalable cloud infrastructure supporting OTT workloads, enabling reliable live and on-demand streaming services.

Key Activities

1. Build, configure, and maintain cloud compute, storage, containers and virtual networks supporting streaming systems.
2. Implement IaC and CI/CD pipelines to improve deployment consistency and operational efficiency.
3. Monitor performance, capacity and security, while optimising reliability and cost.
4. Troubleshoot infrastructure issues impacting streaming availability and service performance.
5. Collaborate with platform, network and security teams to support resilient architectures.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 12. Incident Management |
| 2. Broadcast System Integration | 13. Network Administration and Maintenance |
| 3. Cloud Based Media Operations | 14. Network Automation |
| 4. Cloud Computing | 15. Platform Knowledge and Deployment |
| 5. Configuration Management | 16. Preventive Maintenance |
| 6. Cybersecurity Knowledge | 17. Regulatory Compliance |
| 7. Data Privacy and Security | 18. Solution Architecture |
| 8. Data Protection Management | 19. System Integration and Configuration |
| 9. Database Management | 20. System Performance Management |
| 10. DevOps | 21. Technical Support |
| 11. Equipment Diagnosis and Repair | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. AI, Automation and Prompt Engineer**

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A - no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Network Configuration and Troubleshooting - Radio Frequency Engineering - Signal Processing	N/A - no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

5. App Developer

Additional Skills:	Additional Certifications:
- Applications Development - Programming - Coding and Scripting	N/A - no additional certifications are mandatory for this role

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
- Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

9. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
- AV Compression - Content Scheduling and Playout Coordination - Master Control Room Operations	N/A – no additional certifications are mandatory for this role

10. Camera Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Lighting Operations - Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A – no additional certifications are mandatory for this role

12. CCU Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Colour Grading - Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

14. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

15. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

16. DevOps

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Process Automation • Programming • Coding and Scriptin	N/A – no additional certifications are mandatory for this role

17. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

18. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

20. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

21. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

22. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

24. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Switches and Routers Configuration • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. NOC Engineer

Additional Skills:	Additional Certifications:
• Master Control Room Operations • Network Configuration and Troubleshooting • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

27. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

28. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

29. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

30. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

32. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

33. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

34. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

35. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

36. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Quality Assurance and Quality Control • Technical Operations	N/A - no additional certifications are mandatory for this role

38. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

39. Traffic Scheduling Executive

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Media Asset and Metadata Management • Media File Formats Conformation	N/A - no additional certifications are mandatory for this role

40. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

41. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A - no additional certifications are mandatory for this role

42. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Content Delivery Network (CDN) Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission) (Digital)

Job Purpose



Operates and optimises CDN delivery to ensure fast, reliable global streaming performance, especially under peak demand and large-scale live events.

Key Activities

1. Configure CDN behaviors, such as caching policies, routing, TLS, tokenisation and origin strategies.
2. Monitor CDN performance and resolve faults affecting playback quality and availability.
3. Plan capacity and delivery strategies for high-traffic live events and releases.
4. Collaborate with cloud/platform/network teams on end-to-end delivery optimisation.
5. Maintain delivery documentation, incident records and continuous improvement plans.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. AV Compression | 9. Operations Management |
| 2. Cloud Based Media Operations | 10. Platform Knowledge and Deployment |
| 3. Configuration Management | 11. Preventive Maintenance |
| 4. Cybersecurity Knowledge | 12. Process Optimisation |
| 5. Incident Management | 13. Regulatory Compliance |
| 6. Network Administration and Maintenance | 14. Reporting and Documentation |
| 7. Network Automation | 15. TCP/IP and Networking Protocols |
| 8. Network Configuration and Troubleshooting | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. AI, Automation and Prompt Engineer**

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A - no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Network Fundamentals - Radio Frequency Engineering - Signal Processing	N/A - no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

5. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scripting	N/A - no additional certifications are mandatory for this role

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

9. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
- AV Compression - Content Scheduling and Playout Coordination - Master Control Room Operations	N/A – no additional certifications are mandatory for this role

10. Camera Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Lighting Operations - Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A – no additional certifications are mandatory for this role

12. CCU Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Colour Grading - Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
Cloud Computing	N/A – no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

15. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

16. DevOps

Additional Skills:	Additional Certifications:
• DevOps • System Integration and Configuration • Process Automation	N/A – no additional certifications are mandatory for this role

17. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

18. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

20. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

21. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

22. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

24. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Database Management • Switches and Routers Configuration • System Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. NOC Engineer

Additional Skills:	Additional Certifications:
• Master Control Room Operations • Quality Assurance and Quality Control • Signal Processing	N/A – no additional certifications are mandatory for this role

26. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

27. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

28. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

29. Project Engineer

Additional Skills:	Additional Certifications:
• Project Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

30. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

32. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

33. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

34. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

35. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

36. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Streaming Operator

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Signal Processing • Technical Operations	N/A - no additional certifications are mandatory for this role

38. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• System Integration and Configuration • System Performance Management	N/A - no additional certifications are mandatory for this role

39. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

40. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A - no additional certifications are mandatory for this role

41. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Network Operations Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission) (Digital)

Job Purpose



Ensures the operational health of OTT network paths and platform connectivity, resolving network issues that impact streaming delivery and user experience.

Key Activities

1. Monitor latency, packet loss, routing and availability affecting OTT delivery performance.
2. Troubleshoot network incidents and coordinate resolution across cloud, CDN and platform teams.
3. Support redundancy designs and operational readiness for large live events.
4. Maintain monitoring dashboards, alerts, runbooks and operational reporting.

Prime Skills

- | | |
|---|--|
| 1. AV Compression | 9. Network Configuration and Troubleshooting |
| 2. Cybersecurity Knowledge | 10. Networking Fundamentals |
| 3. Data Visualisation and Dashboard Development | 11. Preventive Maintenance |
| 4. Database Management | 12. Reporting and Documentation |
| 5. Emergency Management | 13. Switches and Routers Configuration |
| 6. Incident Management | 14. System Performance Management |
| 7. Network Administration and Maintenance | 15. TCP/IP and Networking Protocols |
| 8. Network Automation | 16. Technical Support |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. AI, Automation and Prompt Engineer**

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A - no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Configuration Management - Radio Frequency Engineering - Signal Processing	N/A - no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

5. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scripting	N/A - no additional certifications are mandatory for this role

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

9. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
- AV Compression - Content Scheduling and Playout Coordination - Master Control Room Operations	N/A – no additional certifications are mandatory for this role

10. Camera Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Lighting Operations - Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A – no additional certifications are mandatory for this role

12. CCU Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Colour Grading - Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

15. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

16. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

17. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

18. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Risk Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

21. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

22. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

23. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

24. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. NOC Engineer

Additional Skills:	Additional Certifications:
• Master Control Room Operations • Quality Assurance and Quality Control • Signal Processing	N/A – no additional certifications are mandatory for this role

26. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

27. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

28. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

29. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

30. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

32. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Signal Processing	N/A – no additional certifications are mandatory for this role

33. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

34. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

35. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

36. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Streaming Operator

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Quality Assurance and Quality Control • Technical Operations	N/A – no additional certifications are mandatory for this role

38. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Integration and Configuration	N/A – no additional certifications are mandatory for this role

39. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

40. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

41. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Technical Assistant



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Transmission)
(TV / Radio / Digital)

Job Purpose



Provides entry-level technical support across production, maintenance and transmission environments by assisting with equipment setup, checks and coordination, ensuring smooth daily operations for technical teams.

Key Activities

1. Assist with setup, calibration support and dismantling of technical equipment, including camera, lighting, audio, monitors and cabling, for studio and field productions.
2. Support basic operational tasks for broadcast and streaming workflows, including equipment staging, patching assistance and encoder/router setup support under supervision.
3. Conduct basic functionality checks, cable management and minor upkeep tasks to maintain readiness of technical gear.
4. Organise equipment, accessories and consumables as well as support loading, unloading and storage procedures.
5. Troubleshoot simple faults under guidance and escalate complex issues to senior technical crew or engineers.
6. Support transitions between all phases relevant to broadcasting by assisting with resets and handovers.
7. Maintain simple logs for equipment usage, movement and issues to support accountability and continuity.

Prime Skills

- | | |
|-------------------------|---------------------------------|
| 1. Asset Management | 7. Operations Management |
| 2. Equipment Management | 8. Preventive Maintenance |
| 3. Equipment Operation | 9. Prompt Engineering |
| 4. Incident Management | 10. Reporting and Documentation |
| 5. Inventory Management | 11. Technical Operations |
| 6. Logistics Management | 12. Technical Support |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Production Assistant**

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

2. AI, Automation and Prompt Engineer

Additional Skills:	Additional Certifications:
• Machine Learning • Process Automation • Prompt Engineering	N/A – no additional certifications are mandatory for this role

3. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

4. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

5. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

6. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Platform Knowledge and Deployment • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Digital and Graphic Technician

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Risk Management	N/A – no additional certifications are mandatory for this role

9. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

10. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

11. NOC Engineer

Additional Skills:	Additional Certifications:
• Network Automation • Network Configuration and Troubleshooting • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

12. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Engineering



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Maintenance)
(TV / Radio / Digital)

Job Purpose



Lead and oversee all engineering and maintenance activities to ensure reliable, safe, and efficient operation of technical infrastructure and broadcast systems.

Key Activities

1. Lead and oversee all engineering and maintenance activities, ensuring operational reliability, system performance, and compliance across technical infrastructure.
2. Provide strategic direction and leadership for the engineering and maintenance teams, setting priorities, standards, and objectives.
3. Oversee preventive, corrective, and predictive maintenance programmes across broadcast, IT, AV, server, storage, and platform systems.
4. Ensure that all maintenance activities comply with safety, technical, operational, and security standards.
5. Coordinate incident response and recovery efforts for system failures, infrastructure issues, or operational disruptions.
6. Monitor system health, infrastructure performance, and maintenance KPIs to drive reliability, efficiency, and continuous improvement.
7. Approve and supervise installation, commissioning, and upgrades of technical equipment and systems.
8. Manage budgets, vendor contracts, spare parts, and maintenance inventories to ensure readiness and cost efficiency.
9. Develop and refine SOPs, operational procedures, escalation protocols, and maintenance playbooks to support consistent, high-quality operations.
10. Collaborate with operations, IT, and production teams to ensure seamless integration of engineering activities into workflow and broadcast delivery.

Prime Skills

- | | |
|--|--|
| 1. Budget Management and Cost Management | 9. Incident Management |
| 2. Business Environment Analytics | 10. Infrastructure Strategy |
| 3. Contract Management | 11. Operations Management |
| 4. Crisis Management | 12. People and Performance Management |
| 5. Emergency Management | 13. Policy Implementation and Revision |
| 6. Equipment Diagnosis and Repair | 14. Predictive Maintenance |
| 7. Equipment Management | 15. Preventive Maintenance |
| 8. Financial Acumen | 16. Process Optimisation |

17. Regulatory Compliance	23. System Performance Management
18. Reporting and Documentation	24. Technical Inspection
19. Resource Management	25. Technology Governance
20. Solution Architecture	26. Vendor Management
21. Strategy Development and Implementation Management	27. Workplace Safety and Health
22. System Integration and Configuration	

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Radio Producer

Additional Skills:	Additional Certifications:
• Project Management • Content Compliance Review • Production Operations	N/A - no additional certifications are mandatory for this role

2. News Producer

Additional Skills:	Additional Certifications:
• Production Operations • Content Compliance Review • Production Planning and Scheduling	N/A - no additional certifications are mandatory for this role

3. Show Producer

Additional Skills:	Additional Certifications:
• Production Operations • Content Compliance Review • Production Planning and Scheduling	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

4. Creative Director

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

5. Director

Additional Skills:	Additional Certifications:
• Production Operations • Direction • Creative Execution	N/A – no additional certifications are mandatory for this role

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

8. Head of Platform Operations

Additional Skills:	Additional Certifications:
• Data Privacy and Security • Platform Knowledge and Deployment • Compliance Review and Reporting	N/A – no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

10. Technical Director

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Cyber Risk Management • Risk Management	N/A – no additional certifications are mandatory for this role

11. Technical Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Maintenance Manager



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Maintenance)
(TV / Radio / Digital)

Job Purpose



Leads the detection, coordination and resolution of technical incidents affecting broadcast, production, post-production and digital platform systems. Ensures minimal service disruption, rapid restoration of operations and continuous improvement of system reliability across TV, Radio and Digital environments.

Key Activities

1. Monitor system alerts, infrastructure health and application performance to detect technical incidents affecting operational systems.
2. Coordinate incident response activities across maintenance, IT, engineering and operations teams.
3. Oversee containment, recovery and service restoration actions to minimise downtime.
4. Conduct post-incident root cause analysis and define corrective and preventive measures.
5. Maintain accurate incident logs, timelines and resolution records for audit and review purposes.
6. Develop, test, and refine escalation procedures, incident playbooks and operational readiness plans.
7. Supervise and coordinate maintenance teams responsible for inspection, calibration, and repair of technical systems and facilities.
8. Plan and oversee preventive maintenance programmes for broadcast, AV, IT, server, storage, and platform systems to ensure reliability.
9. Oversee installation, testing, and commissioning of new equipment, system upgrades, and platform enhancements.
10. Manage maintenance inventories, spare parts, and vendor support contracts to ensure readiness for repairs and upgrades.

Prime Skills

- | | |
|--------------------------------------|---------------------------------|
| 1. Business Environment Analytics | 9. Predictive Maintenance |
| 2. Emergency Management | 10. Preventive Maintenance |
| 3. Equipment Diagnosis and Repair | 11. Regulatory Compliance |
| 4. Equipment Management | 12. Reporting and Documentation |
| 5. Incident Management | 13. Resource Management |
| 6. Inventory Management | 14. Risk Management |
| 7. Operations Management | 15. Vendor Management |
| 8. People and Performance Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Production Manager****Additional Skills:**

- Production Planning and Scheduling
- Procurement for Production Operations
- Logistics Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Assistant Director**Additional Skills:**

- Production Operations
- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Casting Manager**Additional Skills:**

- Talent Casting
- Production Planning and Scheduling
- Script Comprehension and Interpretation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Community Development Specialist**Additional Skills:**

- Community Engagement
- Communications Channel Management
- Customer Experience Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Creative Content Manager**Additional Skills:**

- Concept Creation
- Creative Execution
- Marketing Campaign Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Cybersecurity Developer / Specialist

Additional Skills:	Additional Certifications:
• Cyber Risk Management • Cybersecurity Management • Vulnerability Assessment and Penetration Testing	N/A - no additional certifications are mandatory for this role

7. Full Stack Developer

Additional Skills:	Additional Certifications:
• Programming • Coding and Scripting • Front-End Technologies • Back-End Technologies	N/A - no additional certifications are mandatory for this role

8. Head of Engineering

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Risk Management	N/A - no additional certifications are mandatory for this role

9. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A - no additional certifications are mandatory for this role

10. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

11. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

13. Project Manager

Additional Skills:	Additional Certifications:
• Project Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

14. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

15. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

16. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

17. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Facilities / Studio Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Maintenance) (Radio)

Job Purpose



Maintain and support all technical systems and infrastructure in studio facilities to ensure safe, reliable, and efficient operations.

Key Activities

1. Maintain and support all technical systems and infrastructure within studio facilities to ensure safe, reliable, and efficient operations.
2. Monitor, maintain, and repair studio equipment, including lighting, audio, video, broadcast, and AV systems.
3. Oversee the operational readiness of studio facilities, ensuring all technical systems are functional and compliant with safety standards.
4. Conduct regular inspections, preventative maintenance, and calibration of studio systems and equipment.
5. Troubleshoot technical faults in studio infrastructure and equipment, coordinating with vendors or specialist engineers when required.
6. Support installation, testing, and commissioning of new studio equipment, upgrades, or system enhancements.

Prime Skills

- | | |
|-----------------------------------|---------------------------------|
| 1. Equipment Diagnosis and Repair | 6. Preventive Maintenance |
| 2. Equipment Management | 7. Regulatory Compliance |
| 3. Incident Management | 8. Technical Inspection |
| 4. Operations Management | 9. Vendor Management |
| 5. Predictive Maintenance | 10. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. App Developer**

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scriptin	N/A - no additional certifications are mandatory for this role

2. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A - no additional certifications are mandatory for this role

3. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

4. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

5. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A - no additional certifications are mandatory for this role

6. Camera Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A – no additional certifications are mandatory for this role

8. CCU Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

9. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

10. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

11. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

12. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Developmen	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Platform Knowledge and Deployment • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

14. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

15. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

16. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

17. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

18. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Direction	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

20. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

21. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

22. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Risk Management	N/A – no additional certifications are mandatory for this role

23. Maintenance Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Risk Management	N/A – no additional certifications are mandatory for this role

24. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

26. NOC Engineer

Additional Skills:	Additional Certifications:
• Network Automation • Network Configuration and Troubleshooting • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

27. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

28. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

29. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

30. Project Engineer

Additional Skills:	Additional Certifications:
• Process Optimisation • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

32. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

33. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

34. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

35. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

36. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

38. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

39. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

40. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

41. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

42. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

43.Web Developer

Additional Skills:	Additional Certifications:
- Website Design - Programming - Coding and Scripting - Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Maintenance Engineer



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Maintenance)
(TV / Radio / Digital)

Job Purpose



Maintains and troubleshoots technical systems supporting broadcast, production, post-production, IT and digital platforms. Ensures system reliability, equipment availability and rapid recovery from faults to support live and scheduled operations.

Key Activities

1. Operate, maintain, and repair technical systems including broadcast equipment, AV systems, IT infrastructure, servers and storage platforms.
2. Monitor system performance and conduct routine health checks to identify potential faults early.
3. Perform preventive maintenance, calibration and software or firmware updates to reduce downtime.
4. Respond to equipment faults and system issues, supporting recovery during live and critical operations.
5. Assist with installation, configuration and testing of new technical equipment and system upgrades.
6. Maintain accurate maintenance logs, fault reports and technical documentation.
7. Collaborate with operations, IT and engineering teams to ensure service continuity and system stability.
8. Recommend technical improvements to enhance system reliability, resilience and maintainability.

Prime Skills

- | | |
|-----------------------------------|---------------------------------|
| 1. Emergency Management | 7. Preventive Maintenance |
| 2. Equipment Diagnosis and Repair | 8. Process Optimisation |
| 3. Equipment Management | 9. Regulatory Compliance |
| 4. Incident Management | 10. Reporting and Documentation |
| 5. Operations Management | 11. Technical Support |
| 6. Predictive Maintenance | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI, Automation and Prompt Engineer

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A - no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Network Configuration and Troubleshooting - Radio Frequency Engineering - Signal Processing	N/A - no additional certifications are mandatory for this role

3. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scripting	N/A - no additional certifications are mandatory for this role

4. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A - no additional certifications are mandatory for this role

5. Broadcast Engineer

Additional Skills:	Additional Certifications:
- Asset Management - Broadcast System Integration - Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

6. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

8. Camera Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

9. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

10. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

12. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A – no additional certifications are mandatory for this role

14. Compositor

Additional Skills:	Additional Certifications:
2D Animation 3D Animation - Digital Lighting - Visual Style Development	N/A – no additional certifications are mandatory for this role

15. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
- Network Configuration and Troubleshooting - Platform Knowledge and Deployment - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

16. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A – no additional certifications are mandatory for this role

17. DevOps

Additional Skills:	Additional Certifications:
- DevOps - Configuration Management - Process Automation	N/A – no additional certifications are mandatory for this role

18. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
- Lighting Operations - Lighting Operations in Digital Lighting Control - Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

21. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Direction • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

22. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

23. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

24. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Maintenance Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • People and Performance Management • Risk Management	N/A – no additional certifications are mandatory for this role

26. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

27. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

28. NOC Engineer

Additional Skills:	Additional Certifications:
• Network Automation • Network Configuration and Troubleshooting • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

29. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

30. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

32. Project Engineer

Additional Skills:	Additional Certifications:
• Project Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

33. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

34. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

35. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

36. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

38. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

39. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

40. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

41. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

42. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

43. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

44. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A - no additional certifications are mandatory for this role

45. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Technical Assistant



Production

Technical

Sales and Advertising

Support

Cluster



Technical Operations and Transmission (Technical Maintenance)
(TV / Radio / Digital)

Job Purpose



Provides entry-level technical support across production, maintenance and transmission environments by assisting with equipment setup, checks and coordination, ensuring smooth daily operations for technical teams.

Key Activities

1. Assist with setup, calibration support and dismantling of technical equipment, including camera, lighting, audio, monitors and cabling, for studio and field productions.
2. Support basic operational tasks for broadcast and streaming workflows, including equipment staging, patching assistance and encoder/router setup support under supervision.
3. Conduct basic functionality checks, cable management and minor upkeep tasks to maintain readiness of technical gear.
4. Organise equipment, accessories and consumables as well as support loading, unloading and storage procedures.
5. Troubleshoot simple faults under guidance and escalate complex issues to senior technical crew or engineers.
6. Support transitions between all phases relevant to broadcasting by assisting with resets and handovers.
7. Maintain simple logs for equipment usage, movement and issues to support accountability and continuity.

Prime Skills

- | | |
|-------------------------|---------------------------------|
| 1. Asset Management | 7. Operations Management |
| 2. Equipment Management | 8. Preventive Maintenance |
| 3. Equipment Operation | 9. Prompt Engineering |
| 4. Incident Management | 10. Reporting and Documentation |
| 5. Inventory Management | 11. Technical Operations |
| 6. Logistics Management | 12. Technical Support |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Production Assistant**

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Media Asset and Metadata Management	N/A - no additional certifications are mandatory for this role

2. Digital and Graphic Technician

Additional Skills:	Additional Certifications:
Lighting Operations in Digital Lighting Control	N/A - no additional certifications are mandatory for this role

3. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Workplace Health and Safety • Predictive Maintenance	N/A - no additional certifications are mandatory for this role

4. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Equipment Diagnosis and Repair • Predictive Maintenance	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Platform Operations



Production

Technical

Sales and Advertising

Support

Cluster

Platform Operations
(Digital)

Job Purpose



Lead and oversee platform operations to ensure reliable, scalable, and efficient delivery of broadcasting and digital services.

Key Activities

1. Develop and execute the platform operations strategy, aligning infrastructure, tools, and processes with organizational goals.
2. Oversee deployment pipelines, CI/CD processes, and infrastructure management to ensure automated, stable, and scalable platform performance.
3. Monitor platform performance, availability, and capacity; identify bottlenecks and implement solutions to improve reliability and efficiency.
4. Ensure robust incident response, root cause analysis, and resolution processes to minimize downtime and operational impact.
5. Implement and enforce platform security, compliance, and operational best practices across systems and infrastructure.
6. Manage vendor relationships, cloud services, and third-party tools to optimize operational efficiency and cost-effectiveness.
7. Drive continuous improvement initiatives, automation projects, and operational innovations to enhance platform capabilities and scalability.
8. Maintain documentation, dashboards, and reporting to support strategic decision-making and operational transparency.

Prime Skills

- | | |
|------------------------------------|--|
| 1. Business Environment Analytics | 9. Infrastructure Strategy |
| 2. Business Process Management | 10. Network Automation |
| 3. Compliance Strategy Development | 11. Network Security |
| 4. Cyber Risk Management | 12. Operations Management |
| 5. Data Ethics | 13. People and Performance Management |
| 6. Data Privacy and Security | 14. Platform Knowledge and Deployment |
| 7. Data Protection Management | 15. Policy Implementation and Revision |
| 8. Database Management | 16. Process Automation |

17. Process Optimisation	22. Strategy Development and Implementation Management
18. Regulatory Compliance	23. System Performance Management
19. Resource Management	24. Technology Governance
20. Risk Management	25. Vendor Management
21. Solution Architecture	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Radio Producer

Additional Skills:	Additional Certifications:
• Project Management • Content Compliance Review • Production Operations	N/A – no additional certifications are mandatory for this role

2. News Producer

Additional Skills:	Additional Certifications:
• Production Operations • Content Compliance Review • Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

3. Show Producer

Additional Skills:	Additional Certifications:
• Production Operations • Content Compliance Review • Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

4. Creative Director

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

5. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Production Operations • Direction	N/A – no additional certifications are mandatory for this role

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

7. Head of Engineering

Additional Skills:	Additional Certifications:
• Equipment Management • Technical Inspection	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

10. Technical Director

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Budget Management and Cost Management • Workplace Health and Safety	N/A – no additional certifications are mandatory for this role

11. Technical Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Full Stack Developer			
			
Production	Technical	Sales and Advertising	Support
Cluster		Platform Operations (Digital)	
Job Purpose		Design, build, and maintain end-to-end web and application solutions, delivering seamless, scalable, and user-friendly experiences across front-end and back-end systems.	
Key Activities			
1. Develop, test, and maintain full-stack web and application solutions, including both front-end interfaces and back-end services. 2. Implement responsive and user-friendly UI components using HTML, CSS, JavaScript, and modern front-end frameworks. 3. Design and manage server-side logic, databases, APIs, and integrations to ensure robust application functionality. 4. Collaborate with design, product, and content teams to implement brand-aligned UI/UX solutions. 5. Perform code reviews, debugging, and performance optimization to ensure high-quality, maintainable software. 6. Ensure security, scalability, and reliability of applications through proper architecture, testing, and deployment practices. 7. Maintain documentation, version control, and operational guidelines to support development, deployment, and future enhancements.			
Prime Skills			
1. Application Programming Interface (API) Management		10. Coding and Scripting	
2. Applications Development		11. Prompt Engineering	
3. Back-End Technologies		12. Reporting and Documentation	
4. Cloud Computing		13. System Integration and Configuration	
5. Database Management		14. User Experience Design	
6. DevOps		15. User Interface Design	
7. File Version Control and Management		16. User Testing and Usability Testing	
8. Front-End Technologies		17. Website Design	
9. Programming		18. Website Performance Management	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

- Production Operations
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager**Additional Skills:**

- Production Planning and Scheduling
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Assistant Director**Additional Skills:**

- Production Operations
- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Producer**Additional Skills:**

- Production Operations
- Production Planning and Scheduling
- Guided Storytelling

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Casting Manager**Additional Skills:**

- Talent Casting
- Production Planning and Scheduling
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

9. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

10. Cybersecurity Developer / Specialist

Additional Skills:	Additional Certifications:
• Cyber Risk Management • Cybersecurity Management • Vulnerability Assessment and Penetration Testing	N/A – no additional certifications are mandatory for this role

11. Head of Platform Operations

Additional Skills:	Additional Certifications:
• Data Privacy and Security • Platform Knowledge and Deployment • Compliance Review and Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

13. Maintenance Manager

Additional Skills:	Additional Certifications:
• Equipment Management • Operations Management • Preventive Maintenance	N/A – no additional certifications are mandatory for this role

14. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

15. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
• Database Management • Media Asset and Metadata Management • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

16. NOC Manager

Additional Skills:	Additional Certifications:
• Operations Management • Quality Assurance and Quality Control • System Performance Management	N/A – no additional certifications are mandatory for this role

17. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

19. Project Manager

Additional Skills:	Additional Certifications:
• Project Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

20. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

21. Social Media Manager

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

22. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

23. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editin	N/A - no additional certifications are mandatory for this role

25. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A - no additional certifications are mandatory for this role

26. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cybersecurity Developer / Specialist



Production

Technical

Sales and Advertising

Support

Cluster

Platform Operations
(Digital)

Job Purpose



Build, implement, and secure applications and platforms to protect IT assets and ensure resilient, threat-free operations.

Key Activities

1. Develop, implement, and maintain security solutions for software platforms, applications, and cloud-based systems.
2. Conduct vulnerability assessments, code reviews, and penetration testing to identify and mitigate security risks.
3. Integrate security best practices into CI/CD pipelines, development workflows, and software deployment processes.
4. Monitor system activity, logs, and alerts to detect and respond to security incidents in platform operations.
5. Collaborate with developers, DevOps, and IT teams to implement secure coding practices and protect digital assets.
6. Develop and maintain security documentation, policies, playbooks, and incident response plans for platform systems.
7. Stay updated on emerging cybersecurity threats, software vulnerabilities, and industry best practices to enhance platform resilience.
8. Provide guidance and support to internal teams on security protocols, encryption, access control, and risk mitigation strategies.

Prime Skills

- | | |
|------------------------------|-------------------------------|
| 1. Access Control Management | 9. Data Protection Management |
| 2. Applications Development | 10. Emergency Management |
| 3. Back-End Technologies | 11. Incident Management |
| 4. Cloud Computing | 12. Network Security |
| 5. Cyber Risk Management | 13. Preventive Maintenance |
| 6. Cybersecurity Knowledge | 14. Process Automation |
| 7. Cybersecurity Management | 15. Programming |
| 8. Data Privacy and Security | 16. Coding and Scripting |

17. Reporting and Documentation

19. System Integration and Configuration

18. Risk Management

20. Vulnerability Assessment and Penetration Testing

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

- Production Operations
- Logistics Management
- Production Planning and Scheduling

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager**Additional Skills:**

- Production Planning and Scheduling
- Procurement for Production Operations
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Assistant Director**Additional Skills:**

- Production Operations
- Script Comprehension and Interpretation
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Producer**Additional Skills:**

- Production Operations
- Production Planning and Scheduling
- Guided Storytelling

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

9. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

10. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editin	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Full Stack Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) Management • Front-End Technologies	N/A - no additional certifications are mandatory for this role

12. Head of Platform Operations

Additional Skills:	Additional Certifications:
• Platform Knowledge and Deployment • Compliance Review and Reporting	N/A - no additional certifications are mandatory for this role

13. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A - no additional certifications are mandatory for this role

14. Maintenance Manager

Additional Skills:	Additional Certifications:
• Equipment Management • Operations Management • Predictive Maintenance	N/A - no additional certifications are mandatory for this role

15. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A - no additional certifications are mandatory for this role

16. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
• Database Management • Media Asset and Metadata Management • Media File Formats Conformation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. NOC Manager

Additional Skills:	Additional Certifications:
• Operations Management • Quality Assurance and Quality Control • System Performance Management	N/A – no additional certifications are mandatory for this role

18. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting • Infrastructure Strategy	N/A – no additional certifications are mandatory for this role

19. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

20. Project Manager

Additional Skills:	Additional Certifications:
• Project Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

21. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

22. Social Media Manager

Additional Skills:	Additional Certifications:
• Social Media Management • Social Media Marketing • Digital Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

24. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

25. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Web Developer



Production

Technical

Sales and Advertising

Support

Cluster


Platform Operations
(Digital)

Job Purpose



Designs, develops and maintains websites and digital platforms to ensure seamless user experience, supporting content discovery, engagement and brand experience across broadcasting services.

Key Activities

1. Develop responsive websites and web applications using HTML, CSS, JavaScript and CMS frameworks.
2. Test and debug websites for cross-browser and device compatibility.
3. Integrate multimedia elements, databases and APIs to enhance site functionality.
4. Collaborate with content, design, and marketing teams to implement brand-aligned UI/UX solutions.
5. Maintain website security, apply updates and optimise for speed and uptime.
6. Monitor analytics and performance metrics to inform continuous improvement and user engagement.

Prime Skills

- | | |
|---|------------------------------------|
| 1. Applications Development | 7. Process Optimisation |
| 2. Data Visualisation and Dashboard Development | 8. Programming |
| 3. Database Management | 9. Coding and Scripting |
| 4. Equipment Management | 10. User Experience Design |
| 5. Front-End Technologies | 11. Website Design |
| 6. Platform Knowledge and Deployment | 12. Website Performance Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. AI, Automation and Prompt Engineer**

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A - no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

4. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scripting	N/A - no additional certifications are mandatory for this role

5. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A - no additional certifications are mandatory for this role

6. Broadcast Engineer

Additional Skills:	Additional Certifications:
- Asset Management - Broadcast System Integration - Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
- AV Compression - Content Scheduling and Playout Coordination - Master Control Room Operations	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Lighting Operations - Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A – no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Colour Grading - Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
- Cloud Computing - Configuration Management - Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

15. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Developmen	N/A - no additional certifications are mandatory for this role

16. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Network Administration and Maintenance • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

17. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Research and Information Synthesis • Market Intelligence	N/A - no additional certifications are mandatory for this role

18. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Cybersecurity Developer / Specialist

Additional Skills:	Additional Certifications:
• Cyber Risk Management • Cybersecurity Management • Vulnerability Assessment and Penetration Testing	N/A – no additional certifications are mandatory for this role

20. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

21. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

22. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

23. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Predictive Maintenance • Preventive Maintenance	N/A – no additional certifications are mandatory for this role

24. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Full Stack Developer

Additional Skills:	Additional Certifications:
• Front-End Technologies • Back-End Technologies • System Integration and Configuration	N/A – no additional certifications are mandatory for this role

26. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

27. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

28. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

29. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

30. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Media Asset Management (MAM) Coordinator

Additional Skills:	Additional Certifications:
- Media Asset and Metadata Management - Media Content Cataloguing - Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

32. Motion Graphic Designer

Additional Skills:	Additional Certifications:
- Motion Graphics - Visual Collaterals Production - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

33. Network Operations Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

34. Playout Operator

Additional Skills:	Additional Certifications:
- Content Scheduling and Playout Coordination - Master Control Room Operations - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

35. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
- Project Management - Risk Management - Technology Governance	N/A – no additional certifications are mandatory for this role

36. Project Engineer

Additional Skills:	Additional Certifications:
- Operations Management - Project Management - Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37.Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

38.Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

39.Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

40.Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

41. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

42.Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

43.Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

44.Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

45.Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

46.Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • System Performance Management	N/A – no additional certifications are mandatory for this role

47.UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

48.Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

App Developer



Production

Technical

Sales and Advertising

Support

Cluster

Platform Operations
(Digital)

Job Purpose



Design, develop, and maintain high-performance mobile and desktop applications to deliver seamless and engaging user experiences.

Key Activities

1. Develop, test, and maintain mobile and desktop applications using relevant programming languages and frameworks.
2. Design and implement application features, including client-side interfaces and supporting backend services, data handling and integrations.
3. Test and debug applications for cross-platform compatibility, performance, and security.
4. Integrate APIs, databases, multimedia, and third-party services to enhance app functionality.
5. Collaborate with design, product, and marketing teams to implement user-centered, brand-aligned UI/UX solutions.
6. Ensure application performance, reliability, and security through continuous monitoring, updates, and optimizations.
7. Maintain documentation, version control, and code repositories to support development, deployment, and future enhancements.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 11. Quality Assurance and Quality Control |
| 2. Applications Development | 12. Reporting and Documentation |
| 3. Back-End Technologies | 13. Research and Information Synthesis |
| 4. Brand Guideline Development | 14. User Experience Design |
| 5. File Version Control and Management | 15. User Interface Design |
| 6. Front-End Technologies | 16. User Testing and Usability Testing |
| 7. Graphic Design | 17. Visual Design and Communication Principles |
| 8. Market Research and Analytics | 18. Website Design |
| 9. Programming | 19. Website Performance Management |
| 10. Coding and Scripting | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. AI, Automation and Prompt Engineer****Additional Skills:**

- Machine Learning
- Process Automation
- Prompt Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Floor Manager**Additional Skills:**

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator**Additional Skills:**

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Audio Operator / Engineer**Additional Skills:**

- Equipment Operation
- Sound Mixing
- Sound Recording Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Broadcast Engineer**Additional Skills:**

- Asset Management
- Broadcast System Integration
- Network Configuration and Troubleshooting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

7. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

8. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

9. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

10. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

11. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

13. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A – no additional certifications are mandatory for this role

14. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Platform Knowledge and Deployment • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

15. Content Researcher

Additional Skills:	Additional Certifications:
• Data Visualisation and Dashboard Development • Market Intelligence • Market Profiling	N/A – no additional certifications are mandatory for this role

16. Creative Content Executive

Additional Skills:	Additional Certifications:
• Production Content Writing and Editing • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

17. Cybersecurity Developer / Specialist

Additional Skills:	Additional Certifications:
• Cyber Risk Management • Cybersecurity Management • Vulnerability Assessment and Penetration Testing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

19. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

21. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Predictive Maintenance • Preventive Maintenance	N/A – no additional certifications are mandatory for this role

22. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

23. Full Stack Developer

Additional Skills:	Additional Certifications:
• Front-End Technologies • System Integration and Configuration	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Ingest Operator

Additional Skills:	Additional Certifications:
- Media Asset and Metadata Management - Media Content Cataloguing - Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

25. Lighting Operator

Additional Skills:	Additional Certifications:
- Lighting Operations - Lighting Operations in Digital Lighting Control - Visual Style Development	N/A – no additional certifications are mandatory for this role

26. Maintenance Engineer

Additional Skills:	Additional Certifications:
- Equipment Diagnosis and Repair - Equipment Management - Predictive Maintenance	N/A – no additional certifications are mandatory for this role

27. Media Asset Management (MAM) Coordinator

Additional Skills:	Additional Certifications:
- Database Management - Media Asset and Metadata Management - Media Content Cataloguing	N/A – no additional certifications are mandatory for this role

28. Motion Graphic Designer

Additional Skills:	Additional Certifications:
- Motion Graphics - Visual Collaterals Production - Render Management	N/A – no additional certifications are mandatory for this role

29. Network Operations Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

31. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Project Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

32. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

33. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

34. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

35. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

37. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

38. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

39. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

40. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

41. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

42. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

43. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

UI / UX Developer



Production

Technical

Sales and Advertising

Support

Cluster


Platform Operations
(Digital)

Job Purpose



Design, build, and optimize user interfaces for broadcasting platforms, creating seamless, engaging, and accessible experiences across web, mobile, and interactive media.

Key Activities

1. Design and implement user-centered interfaces for broadcasting applications, websites, and digital media platforms.
2. Collaborate with producers, content teams, and developers to translate broadcasting requirements into intuitive and functional UI/UX designs.
3. Conduct user research, usability testing, and feedback sessions to continuously enhance the user experience.
4. Create wireframes, prototypes, and high-fidelity visual designs that align with brand guidelines and broadcasting standards.
5. Ensure designs are responsive, accessible, and optimized across devices, platforms, and interactive media.
6. Work closely with front-end developers to implement designs accurately and maintain consistency throughout the product.
7. Maintain design systems, style guides, and UI/UX documentation to support development and future enhancements.
8. Analyze user behavior and platform analytics to inform design improvements, feature prioritization, and user engagement strategies.

Prime Skills

- | | |
|---|--|
| 1. Brand Guideline Development | 10. Coding and Scripting |
| 2. Data Visualisation and Dashboard Development | 11. Reporting and Documentation |
| 3. Front-End Technologies | 12. Solution Design Thinking |
| 4. Language and Localisation Proficiency | 13. TCP/IP and Networking Protocols |
| 5. Market Intelligence | 14. User Experience Design |
| 6. Market Profiling | 15. User Interface Design |
| 7. Preventive Maintenance | 16. User Testing and Usability Testing |
| 8. Process Optimisation | 17. Visual Design and Communication Principles |
| 9. Programming | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. AI, Automation and Prompt Engineer****Additional Skills:**

- Machine Learning
- Process Automation
- Prompt Engineering

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Floor Manager**Additional Skills:**

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator**Additional Skills:**

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. App Developer**Additional Skills:**

- Application Programming Interface (API)
- Applications Development
- Programming
- Coding and Scriptin

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Audio Operator / Engineer**Additional Skills:**

- Equipment Operation
- Sound Mixing
- Sound Recording Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

7. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

13. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A - no additional certifications are mandatory for this role

14. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Research and Information Synthesis • Business Intelligence	N/A - no additional certifications are mandatory for this role

15. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

16. Cybersecurity Developer / Specialist

Additional Skills:	Additional Certifications:
• Cyber Risk Management • Cybersecurity Management • Vulnerability Assessment and Penetration Testing	N/A - no additional certifications are mandatory for this role

17. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

19. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Workplace Health and Safety • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

21. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

22. Full Stack Developer

Additional Skills:	Additional Certifications:
• Applications Development • Front-End Technologies • Back-End Technologies	N/A – no additional certifications are mandatory for this role

23. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

25. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

26. Media Asset Management (MAM) Coordinator

Additional Skills:	Additional Certifications:
• Database Management • Media Asset and Metadata Management • Media Content Cataloguing	N/A – no additional certifications are mandatory for this role

27. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Render Management	N/A – no additional certifications are mandatory for this role

28. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

29. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Business Process Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Project Engineer

Additional Skills:	Additional Certifications:
• Operations Management • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

31. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

32. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

33. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

34. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

35. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

37. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

38. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

39. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

40. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • System Performance Management	N/A – no additional certifications are mandatory for this role

41. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

42. Web Developer

Additional Skills:	Additional Certifications:
- Website Design - Programming - Coding and Scripting - Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

DevOps



Production

Technical

Sales and Advertising

Support

Cluster

Platform Operations
(Digital)

Job Purpose



Build, optimize, and maintain deployment pipelines and infrastructure to ensure reliable, scalable, and automated broadcasting platform operations.

Key Activities

1. Build, optimize, and maintain deployment pipelines for web, app, and backend systems to enable smooth, repeatable, and automated releases.
2. Design and implement application build, release, deployment, and configuration processes, ensuring operational stability and scalability.
3. Develop and maintain CI/CD pipelines, integrating automated testing and monitoring to ensure rapid and reliable software delivery.
4. Collaborate with internal teams and developers to gather requirements, prototype solutions, architect systems, and implement updates while ensuring operational efficiency.
5. Create proof-of-concepts and evaluate new tools or software applications to improve deployment, monitoring, and infrastructure management.
6. Continuously monitor, troubleshoot, and optimize platform infrastructure, including servers, cloud resources, containers, and orchestration tools, identifying and resolving performance bottlenecks.
7. Automate repetitive operational tasks such as system provisioning, deployment, and configuration management to improve efficiency and reduce errors.
8. Maintain documentation, operational playbooks, and configuration management records to support audits, troubleshooting, and knowledge sharing.
9. Support incident response and root cause analysis for platform outages or deployment failures, ensuring fast recovery and minimizing downtime.

Prime Skills

- | | |
|---|---|
| 1. Application Programming Interface (API) Management | 8. Incident Management |
| 2. Back-End Technologies | 9. Network Automation |
| 3. Cloud Computing | 10. Network Configuration and Troubleshooting |
| 4. Configuration Management | 11. Operations Management |
| 5. Cybersecurity Knowledge | 12. Preventive Maintenance |
| 6. DevOps | 13. Process Automation |
| 7. Emergency Management | 14. Programming |

15. Coding and Scripting	19. Solution Architecture
16. Project Management	20. System Integration and Configuration
17. Reporting and Documentation	21. Vendor Management
18. Resource Management	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. AI, Automation and Prompt Engineer**

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A – no additional certifications are mandatory for this role

2. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - Radio Frequency Engineering - Signal Processing	N/A – no additional certifications are mandatory for this role

3. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

4. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scriptin	N/A – no additional certifications are mandatory for this role

6. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Equipment Operation • Sound Mixing • Sound Recording Operations	N/A – no additional certifications are mandatory for this role

7. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Broadcast System Integration	N/A – no additional certifications are mandatory for this role

8. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

9. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

10. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A – no additional certifications are mandatory for this role

12. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

13. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

14. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

15. Compositor

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A – no additional certifications are mandatory for this role

16. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Platform Knowledge and Deployment • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

18. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

19. Cybersecurity Developer / Specialist

Additional Skills:	Additional Certifications:
• Cyber Risk Management • Cybersecurity Management • Vulnerability Assessment and Penetration Testing	N/A – no additional certifications are mandatory for this role

20. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

21. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

22. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Workplace Health and Safety • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

23. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

24. Full Stack Developer

Additional Skills:	Additional Certifications:
• Front-End Technologies • Applications Development	N/A – no additional certifications are mandatory for this role

25. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

27. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

28. Media Asset Management (MAM) Coordinator

Additional Skills:	Additional Certifications:
• Database Management • Media Asset and Metadata Management • Media Content Cataloguing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

29. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

30. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Switches and Routers Configuration • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

31. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

32. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Business Process Management • Risk Management • Technology Governance	N/A – no additional certifications are mandatory for this role

33. Project Engineer

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Process Optimisation • Risk Management	N/A – no additional certifications are mandatory for this role

34. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

35. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

36. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

37. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

38. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

39. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

40. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

41. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

42. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

43. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

44. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

45. Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Project Manager



Production

Technical

Sales and Advertising

Support

Cluster


Project Management
(TV / Radio / Digital)

Job Purpose



Lead and manage technical projects, ensuring integration, financial oversight, strategic planning, and timely delivery while maximizing ROI.

Key Activities

1. Manage technical projects from planning to delivery, ensuring integration, strategic alignment, financial oversight, and stakeholder satisfaction.
2. Lead integration of technical solutions across systems, platforms, and operational workflows to meet project objectives.
3. Manage project budgets, including CAPEX and OPEX, ensuring cost efficiency and financial accountability.
4. Assess ROI and value delivery for technical initiatives, making recommendations to optimize impact and resource allocation.
5. Engage and manage stakeholders across business, operations, and technical teams to ensure alignment and smooth project execution.
6. Develop and maintain strategic roadmaps for technical projects, infrastructure, and operational capabilities.
7. Oversee pipeline management to ensure projects are prioritized, scheduled, and delivered on time and within scope.
8. Monitor project delivery, track milestones, identify risks, and implement corrective actions to keep projects on track.
9. Ensure compliance with internal governance, standards, and operational procedures throughout the project lifecycle.

Prime Skills

- | | |
|--|--|
| 1. Broadcast System Integration | 9. Data Protection Management |
| 2. Budget Management & Cost Management | 10. Data Visualisation and Dashboard Development |
| 3. Business Environment Analytics | 11. Financial Acumen |
| 4. Business Intelligence | 12. Infrastructure Strategy |
| 5. Cloud-Based Media Operations | 13. Operations Management |
| 6. Communications Channel Management | 14. People and Performance Management |
| 7. Compliance Strategy Development | 15. Policy Implementation and Revision |
| 8. Cost-Benefit Analysis | 16. Process Optimisation |

17. Project Management	21. Strategy Development and Implementation Management
18. Regulatory Compliance	22. System Integration and Configuration
19. Resource Management	23. System Performance Management
20. Risk Management	24. Technology Governance

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

3. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Script Comprehension and Interpretation • Visual Style Development	N/A – no additional certifications are mandatory for this role

4. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Guided Storytelling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

8. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

9. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

10. Cybersecurity Developer / Specialist

Additional Skills:	Additional Certifications:
• Cyber Risk Management • Cybersecurity Management • Vulnerability Assessment and Penetration Testing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Full Stack Developer

Additional Skills:	Additional Certifications:
• Programming • Coding and Scripting • Front-End Technologies • Back-End Technologies	N/A – no additional certifications are mandatory for this role

12. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Process Management • Financial Planning and Analysis • Revenue Optimisation	N/A – no additional certifications are mandatory for this role

13. Maintenance Manager

Additional Skills:	Additional Certifications:
• Equipment Management • Predictive Maintenance • Preventive Maintenance	N/A – no additional certifications are mandatory for this role

14. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Database Management • Media Asset and Metadata Management	N/A – no additional certifications are mandatory for this role

15. NOC Manager

Additional Skills:	Additional Certifications:
• Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

16. Operations Manager

Additional Skills:	Additional Certifications:
• Crisis Management • Compliance Review and Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

17. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Content Compliance Review	N/A – no additional certifications are mandatory for this role

18. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

19. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Quality Assurance and Quality Control • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

20. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

21. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

22. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Solution Architect



Production

Technical

Sales and Advertising

Support

Cluster

Project Management
(TV / Radio / Digital)

Job Purpose



Plan, design, and optimize technical solutions and workflows to enable efficient, scalable, and innovative project delivery.

Key Activities

1. Plan, design, and optimize technical solutions and workflows to drive efficient, scalable, and innovative delivery of projects.
2. Plan and design end-to-end technical solutions, ensuring alignment with project goals, operational requirements, and business objectives.
3. Analyze existing workflows and recommend enhancements to improve efficiency, automation, and scalability.
4. Define, implement, and enforce CI/CD processes to ensure consistent, repeatable, and reliable deployment across projects.
5. Conduct R&D on emerging technologies, tools, and methodologies to support innovation and informed solution design.
6. Collaborate with project managers, engineering, operations, and technical teams to translate solution designs into actionable implementation plans.
7. Document technical architectures, workflows, and best practices to support knowledge sharing and operational consistency.
8. Evaluate solution performance and provide recommendations for optimization, scalability, and maintainability.
9. Ensure compliance with internal standards, governance policies, and technical guidelines throughout the project lifecycle.

Prime Skills

- | | |
|---------------------------------|---|
| 1. API Management | 9. Configuration Management |
| 2. Applications Development | 10. Cybersecurity Management |
| 3. Back-End Technologies | 11. Data Ethics |
| 4. Broadcast System Integration | 12. Data Privacy and Security |
| 5. Business Intelligence | 13. Data Strategy |
| 6. Business Process Management | 14. DevOps |
| 7. Cloud Computing | 15. File Version Control and Management |
| 8. Cloud-Based Media Operations | 16. Front-End Technologies |

17. Infrastructure Strategy	23. Reporting and Documentation
18. Machine Learning	24. Solution Architecture
19. Operations Management	25. System Integration and Configuration
20. Process Automation	26. System Performance Management
21. Process Optimisation	27. Technology Governance
22. Project Management	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI, Automation and Prompt Engineer

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

4. App Developer

Additional Skills:	Additional Certifications:
• Application Programming Interface (API) • Applications Development • Programming • Coding and Scripting	N/A – no additional certifications are mandatory for this role

5. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
• Equipment Operation • Sound Mixing • Sound Recording Operations	N/A – no additional certifications are mandatory for this role

6. Broadcast Engineer

Additional Skills:	Additional Certifications:
• Asset Management • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

7. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

10. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

13. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

15. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Developmen	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

16. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Platform Knowledge and Deployment • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

17. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

18. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

19. DevOps

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Programming • Coding and Scripting	N/A – no additional certifications are mandatory for this role

20. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

21. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

22. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
- Equipment Diagnosis and Repair - Predictive Maintenance - Preventive Maintenance	N/A – no additional certifications are mandatory for this role

23. Foley Artist

Additional Skills:	Additional Certifications:
- Sound Design and Creation - Sound Recording Operations - Creative Execution	N/A – no additional certifications are mandatory for this role

24. Graphic Designer

Additional Skills:	Additional Certifications:
- Creative Execution - Graphic Design - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

25. Ingest Operator

Additional Skills:	Additional Certifications:
- Media Asset and Metadata Management - Media File Formats Conformation - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Lighting Operator

Additional Skills:	Additional Certifications:
- Lighting Operations - Lighting Operations in Digital Lighting Control - Visual Style Development	N/A – no additional certifications are mandatory for this role

27. Maintenance Engineer

Additional Skills:	Additional Certifications:
- Equipment Diagnosis and Repair - Equipment Management - Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

28. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

29. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

30. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

31. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

32. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Research and Information Synthesis • Risk Management	N/A – no additional certifications are mandatory for this role

33. Project Engineer

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

34. Project Manager

Additional Skills:	Additional Certifications:
• Project Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

35. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

36. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

37. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

38. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

39. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

40.Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

41. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

42.Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

43.Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

44.Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

45.Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

46.UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A - no additional certifications are mandatory for this role

47.Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A - no additional certifications are mandatory for this role

48.Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Project Engineer



Production

Technical

Sales and Advertising

Support

Cluster

Project Management
(TV / Radio / Digital)

Job Purpose



Support project planning and execution by managing technical deployment, financial tracking, and ensuring timely delivery.

Key Activities

1. Assist in project deployment planning, coordinating technical resources, timelines, and workflows for smooth execution.
2. Monitor and track project financials, including CAPEX and OPEX, to support budget adherence and reporting.
3. Coordinate with engineering, operations, and technical teams to ensure project tasks are completed accurately and on schedule.
4. Maintain project documentation, including deployment plans, progress reports, and risk logs.
5. Identify operational or technical issues during execution and escalate to the Project Manager or relevant teams as required.
6. Support project review meetings, providing updates on progress, finances, and technical deployment status.

Prime Skills

- | | |
|---|---------------------------------|
| 1. Budget Management and Cost Management | 8. Operations Management |
| 2. Business Intelligence | 9. Process Optimisation |
| 3. Business Process Management | 10. Project Management |
| 4. Data Visualisation and Dashboard Development | 11. Reporting and Documentation |
| 5. File Version Control and Management | 12. Resource Management |
| 6. Financial Acumen | 13. Risk Management |
| 7. Incident Management | 14. Technical Inspection |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. AI, Automation and Prompt Engineer

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A - no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

4. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scriptin	N/A - no additional certifications are mandatory for this role

5. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A - no additional certifications are mandatory for this role

6. Broadcast Engineer

Additional Skills:	Additional Certifications:
- Asset Management - Broadcast System Integration - Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Colour Grading • Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management • Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

15. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Developmen	N/A - no additional certifications are mandatory for this role

16. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Platform Knowledge and Deployment • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

17. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Research and Information Synthesis • Market Intelligence	N/A - no additional certifications are mandatory for this role

18. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

20. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

21. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

22. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

23. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

24. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Ingest Operator

Additional Skills:	Additional Certifications:
- Media Asset and Metadata Management - Media File Formats Conformation - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Lighting Operator

Additional Skills:	Additional Certifications:
- Lighting Operations - Lighting Operations in Digital Lighting Control - Visual Style Development	N/A – no additional certifications are mandatory for this role

27. Maintenance Engineer

Additional Skills:	Additional Certifications:
- Equipment Diagnosis and Repair - Equipment Management - Predictive Maintenance	N/A – no additional certifications are mandatory for this role

28. Marketing Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Communications Channel Management - Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

29. Motion Graphic Designer

Additional Skills:	Additional Certifications:
- Motion Graphics - Visual Collaterals Production - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

30. Network Operations Engineer

Additional Skills:	Additional Certifications:
- Network Administration and Maintenance - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

32. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Research and Information Synthesis • Technology Governance	N/A – no additional certifications are mandatory for this role

33. Project Manager

Additional Skills:	Additional Certifications:
• Project Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

34. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

35. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

36. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Sales Executive

Additional Skills:	Additional Certifications:
- Customer Management - Market Intelligence - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

38. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
- Emergency Management - Networking Fundamentals - Signal Processing	N/A – no additional certifications are mandatory for this role

39. Script Supervisor

Additional Skills:	Additional Certifications:
- Production Operations - Script Supervision - Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

40. Security Engineer

Additional Skills:	Additional Certifications:
- Network Security - Vulnerability Assessment and Penetration Testing - Cyber Risk Management	N/A – no additional certifications are mandatory for this role

41. Social Media Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Social Media Management - Social Media Marketing	N/A – no additional certifications are mandatory for this role

42. Solution Architect

Additional Skills:	Additional Certifications:
- API Management - Cloud-Based Media Operations - Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

43.Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

44.Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

45.Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

46.UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

47.Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

48.Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

PMO Executive / Coordinator



Production

Technical

Sales and Advertising

Support

Cluster

Project Management
(TV / Radio / Digital)

Job Purpose



Coordinate project operations, tracking progress, and maintaining PMO processes to ensure timely and efficient project delivery.

Key Activities

1. Coordinate project schedules, timelines, and milestones to ensure all tasks are tracked and deadlines are met.
2. Monitor project progress, maintain project dashboards, and prepare status reports for stakeholders and senior management.
3. Assist in resource planning, budget tracking, and financial reporting to support CAPEX/OPEX management.
4. Ensure adherence to PMO processes, governance frameworks, and operational standards across projects.
5. Organize project documentation, meeting notes, action items, and risk logs to maintain clarity and audit readiness.
6. Support cross-functional coordination between teams, stakeholders, and departments to maintain project alignment.
7. Assist in preparing project reviews, post-mortems, and lessons learned reports to improve PMO effectiveness.

Prime Skills

- | | |
|---|--|
| 1. Business Intelligence | 8. Process Optimisation |
| 2. Business Opportunities Development | 9. Project Management |
| 3. Business Process Management | 10. Reporting and Documentation |
| 4. Data Visualisation and Dashboard Development | 11. Research and Information Synthesis |
| 5. File Version Control and Management | 12. Resource Management |
| 6. Financial Acumen | 13. Risk Management |
| 7. Operations Management | 14. Technology Governance |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. AI, Automation and Prompt Engineer**

Additional Skills:	Additional Certifications:
- Machine Learning - Process Automation - Prompt Engineering	N/A - no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

4. App Developer

Additional Skills:	Additional Certifications:
- Application Programming Interface (API) - Applications Development - Programming - Coding and Scripting	N/A - no additional certifications are mandatory for this role

5. Audio Operator / Engineer

Additional Skills:	Additional Certifications:
- Equipment Operation - Sound Mixing - Sound Recording Operations	N/A - no additional certifications are mandatory for this role

6. Broadcast Engineer

Additional Skills:	Additional Certifications:
- Asset Management - Broadcast System Integration - Network Configuration and Troubleshooting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
- Broadcast System Integration - Network Configuration and Troubleshooting - TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

8. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
- AV Compression - Content Scheduling and Playout Coordination - Master Control Room Operations	N/A – no additional certifications are mandatory for this role

9. Camera Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Lighting Operations - Visual Style Development	N/A – no additional certifications are mandatory for this role

10. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A – no additional certifications are mandatory for this role

11. CCU Operator

Additional Skills:	Additional Certifications:
- Camera Operations - Colour Grading - Visual Style Development	N/A – no additional certifications are mandatory for this role

12. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
- Cloud Computing - Configuration Management - Platform Knowledge and Deployment	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

14. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

15. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Development	N/A - no additional certifications are mandatory for this role

16. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Platform Knowledge and Deployment • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

17. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Market Profiling • Market Intelligence	N/A - no additional certifications are mandatory for this role

18. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Process Automation	N/A – no additional certifications are mandatory for this role

20. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

21. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

22. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

23. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

24. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

25. Ingest Operator

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

26. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

27. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

28. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

29. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

30. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

31. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

32. Project Engineer

Additional Skills:	Additional Certifications:
• Budget Management and Cost Management • Incident Management • Technical Inspection	N/A – no additional certifications are mandatory for this role

33. Project Manager

Additional Skills:	Additional Certifications:
• Project Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

34. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

35. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

36. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

37. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

38. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

39. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

40. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

41. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

42. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

43.Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

44.Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

45.Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• Cloud Based Media Operations • Platform Knowledge and Deployment • System Performance Management	N/A – no additional certifications are mandatory for this role

46.UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

47.Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

48.Web Developer

Additional Skills:	Additional Certifications:
• Website Design • Programming • Coding and Scripting • Website Performance Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

AI, Automation and Prompt Engineer



Production

Technical

Sales and Advertising

Support

Cluster

Project Management
(TV / Radio / Digital)

Job Purpose



Develops and implements AI-enabled tools and automation workflows to improve efficiency, consistency and quality across TV, Radio and Digital content operations and delivery.

Key Activities

1. Build automation for QC validation, metadata checks, scheduling support, monitoring/alert correlation and reporting.
2. Integrate tools with operational systems, such as MAM/CMS, automation, monitoring, ticketing to reduce manual work and errors.
3. Implement performance monitoring and refinement of AI/automation solutions for reliability and auditability.
4. Define governance controls, such as access, logging, editorial constraints, compliance, data security, for safe adoption.
5. Train and support operations teams to embed automation into daily workflows.

Prime Skills

- | | |
|---|--|
| 1. Application Programming Interface (API) Management | 12. Platform Knowledge and Deployment |
| 2. Back-End Technologies | 13. Preventive Maintenance |
| 3. Communications Channel Management | 14. Process Automation |
| 4. Cybersecurity Knowledge | 15. Programming |
| 5. Cybersecurity Management | 16. Coding and Scripting |
| 6. Data Ethics | 17. Prompt Engineering |
| 7. Data Privacy and Security | 18. Reporting and Documentation |
| 8. Machine Learning | 19. System Integration and Configuration |
| 9. Media Asset and Metadata Management | 20. Technical Support |
| 10. Network Automation | 21. Technology Governance |
| 11. Operations Management | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager****Additional Skills:**

- Production Operations
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Coordinator**Additional Skills:**

- Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. App Developer**Additional Skills:**

- Application Programming Interface (API)
- Applications Development
- Programming
- Coding and Scripting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Audio Operator / Engineer**Additional Skills:**

- Equipment Operation
- Sound Mixing
- Sound Recording Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Broadcast Engineer**Additional Skills:**

- Asset Management
- Broadcast System Integration
- Network Configuration and Troubleshooting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Broadcast Network Engineer

Additional Skills:	Additional Certifications:
• Broadcast System Integration • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

7. Broadcast Transmission Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Content Scheduling and Playout Coordination • Master Control Room Operations	N/A – no additional certifications are mandatory for this role

8. Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Lighting Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

9. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

10. CCU Operator

Additional Skills:	Additional Certifications:
• Equipment Management • Operations Management • Preventive Maintenance	N/A – no additional certifications are mandatory for this role

11. Cloud Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Cloud Computing • Configuration Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A - no additional certifications are mandatory for this role

13. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

14. Compositor

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Developmen	N/A - no additional certifications are mandatory for this role

15. Content Delivery Network (CDN) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Network Administration and Maintenance • TC/IP and Networking Protocols	N/A - no additional certifications are mandatory for this role

16. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A - no additional certifications are mandatory for this role

17. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. DevOps

Additional Skills:	Additional Certifications:
• DevOps • Configuration Management • Network Configuration and Troubleshooting	N/A – no additional certifications are mandatory for this role

19. Digital Graphic Engineer

Additional Skills:	Additional Certifications:
• Colour Grading • Real-Time Rendering Optimisation • Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Drone Camera Operator

Additional Skills:	Additional Certifications:
• Camera Operations • Drone Operations • Visual Style Development	N/A – no additional certifications are mandatory for this role

21. Facilities / Studio Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Workplace Health and Safety • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

22. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

23. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

24. Ingest Operator

Additional Skills:	Additional Certifications:
• File Version Control and Management • Media File Formats Conformation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

25. Lighting Operator

Additional Skills:	Additional Certifications:
• Lighting Operations • Lighting Operations in Digital Lighting Control • Visual Style Development	N/A – no additional certifications are mandatory for this role

26. Maintenance Engineer

Additional Skills:	Additional Certifications:
• Equipment Diagnosis and Repair • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

27. Marketing Executive

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

28. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

29. Network Operations Engineer

Additional Skills:	Additional Certifications:
• Network Administration and Maintenance • Network Configuration and Troubleshooting • TC/IP and Networking Protocols	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

30. Playout Operator

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Master Control Room Operations • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

31. PMO Executive / Coordinator

Additional Skills:	Additional Certifications:
• Business Process Management • Project Management • Risk Management	N/A – no additional certifications are mandatory for this role

32. Project Engineer

Additional Skills:	Additional Certifications:
• Process Optimisation • Project Management • Resource Management	N/A – no additional certifications are mandatory for this role

33. Project Manager

Additional Skills:	Additional Certifications:
• Project Management • Resource Management • Risk Management	N/A – no additional certifications are mandatory for this role

34. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

35. Radio Frequency (RF) Engineer

Additional Skills:	Additional Certifications:
• Network Configuration and Troubleshooting • Radio Frequency Engineering • Signal Processing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

36. Rigger

Additional Skills:	Additional Certifications:
• Equipment Operation • Production Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

37. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

38. Satellite Broadcast Engineer

Additional Skills:	Additional Certifications:
• Emergency Management • Networking Fundamentals • Signal Processing	N/A – no additional certifications are mandatory for this role

39. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

40. Security Engineer

Additional Skills:	Additional Certifications:
• Network Security • Vulnerability Assessment and Penetration Testing • Cyber Risk Management	N/A – no additional certifications are mandatory for this role

41. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

42. Solution Architect

Additional Skills:	Additional Certifications:
• API Management • Cloud-Based Media Operations • Solution Architecture	N/A – no additional certifications are mandatory for this role

43. Sound Operator / Engineer

Additional Skills:	Additional Certifications:
• Microphone Technique • Sound Recording Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

44. Streaming Operator

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • Technical Operations	N/A – no additional certifications are mandatory for this role

45. Streaming Platform Operations Engineer

Additional Skills:	Additional Certifications:
• AV Compression • Cloud Based Media Operations • System Performance Management	N/A – no additional certifications are mandatory for this role

46. UI / UX Developer

Additional Skills:	Additional Certifications:
• User Interface Design • User Experience Design • User Testing and Usability Testing	N/A – no additional certifications are mandatory for this role

47. Vision Mixer / Switcher

Additional Skills:	Additional Certifications:
• Multi-Camera Operations • Vision Mixing • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

48.Web Developer

Additional Skills:	Additional Certifications:
- Website Design - Programming - Coding and Scripting - Website Performance Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Commercial and Revenue



Production



Technical



Sales and Advertising



Support

Cluster



Sales Strategy and Revenue Planning
(TV / Radio / Digital)

Job Purpose



Provides executive leadership over commercial strategy and revenue performance across TV, Radio and Digital streaming. Owns sales strategy, monetisation models and P&L outcomes, aligning inventory, pricing, partnerships and go-to-market approaches to drive sustainable revenue growth.

Key Activities

1. Set integrated commercial and go-to-market strategy across platforms, including inventory strategy, packaging models, pricing principles and priority advertiser categories.
2. Lead commercial planning with Sales, Ad Operations, Programming and Marketing to ensure sellable inventory, premium opportunities and delivery readiness.
3. Own revenue targets, forecasts and performance management, including pipeline health, yield optimisation and variance management.
4. Lead strategic client, agency and partner relationships, negotiating major sponsorships, long-term deals and high-value commercial partnerships.
5. Oversee governance for commercial contracts, pricing approvals, compliance considerations and delivery risk management.
6. Provide executive reporting on revenue performance, market outlook and monetisation risks to senior leadership.

Prime Skills

- | | |
|---------------------------------------|---------------------------------------|
| 1. Account Management | 10. Financial Acumen |
| 2. Business Environment Analytics | 11. Financial Planning and Analysis |
| 3. Business Intelligence | 12. Knowledge of Legal and Compliance |
| 4. Business Opportunities Development | 13. Market Intelligence |
| 5. Business Process Management | 14. Market Profiling |
| 6. Contract Management | 15. Media Platforms Management |
| 7. Cost-Benefit Analysis | 16. Media Strategy Development |
| 8. Crisis Management | 17. Operations Management |
| 9. Demand and Supply Analysis | 18. People and Performance Management |

19. Policy Implementation and Revision	23. Sales Strategy and Execution
20. Reporting and Documentation	24. Sales Target Management
21. Revenue Optimisation	25. Strategy Development and Implementation Management
22. Risk Management	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Radio Producer

Additional Skills:	Additional Certifications:
• Project Management • Content Compliance Review • Production Operations	N/A – no additional certifications are mandatory for this role

2. Show Producer

Additional Skills:	Additional Certifications:
• Project Management • Production Operations • Content Compliance Review	N/A – no additional certifications are mandatory for this role

3. Creative Director

Additional Skills:	Additional Certifications:
• Production Operations • Production Design • Visual Style Development	N/A – no additional certifications are mandatory for this role

4. Director

Additional Skills:	Additional Certifications:
• Creative Execution • Direction • Production Operations	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Head of Ad Operations and Scheduling

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Compliance Strategy Development • Media Law and Compliance	N/A – no additional certifications are mandatory for this role

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

7. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

8. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Public Relations Campaign Management • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

9. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Production Operations • Project Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Analytics and Customer Insights Manager



Production



Technical



Sales and Advertising



Support

Cluster

Sales Strategy and Revenue Planning
(TV / Radio / Digital)

Job Purpose



Leads analytics and research to generate actionable audience, market and consumer insights that inform strategy, content, marketing and sales decisions across platforms. Ensures data integrity, governance and capability development.

Key Activities

1. Define and implement an insights roadmap spanning audience measurement, customer segmentation, campaign effectiveness and content performance.
2. Oversee data pipelines, dashboards and recurring reporting for stakeholders.
3. Manage market research programmes, such as surveys, focus groups and brand tracking and convert findings into decisions.
4. Establish data quality standards, definitions and governance routines to ensure consistent cross-platform measurement.
5. Ensure compliance with privacy, data protection and ethical analytics practices across all initiatives.

Prime Skills

- | | |
|-----------------------------------|---|
| 1. Business Environment Analytics | 8. Data Strategy |
| 2. Customer Behaviour Analysis | 9. Data Visualisation and Dashboard Development |
| 3. Customer Experience Management | 10. Database Management |
| 4. Customer Segmentation | 11. Machine Learning |
| 5. Data Ethics | 12. Market Research and Analytics |
| 6. Data Privacy and Security | 13. People and Performance Management |
| 7. Data Protection Management | 14. Prompt Engineering |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Assistant Director**

Additional Skills:	Additional Certifications:
• Production Operations • Location Planning and Coordination • Script Comprehension and Interpretation	N/A - no additional certifications are mandatory for this role

2. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A - no additional certifications are mandatory for this role

3. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A - no additional certifications are mandatory for this role

4. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Market Intelligence • Concept Creation	N/A - no additional certifications are mandatory for this role

5. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A - no additional certifications are mandatory for this role

6. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

8. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Incident Management	N/A – no additional certifications are mandatory for this role

9. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

10. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

11. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

12. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Intelligence • Search Engine Optimisation (SEO)	N/A - no additional certifications are mandatory for this role

14. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A - no additional certifications are mandatory for this role

15. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Analytics and Customer Insights Executive



Production



Technical



Sales and Advertising



Support

Cluster

Sales Strategy and Revenue Planning
(TV / Radio / Digital)

Job Purpose



Supports analytics and research operations by managing data preparation, reporting and insight generation that informs marketing, content and sales decisions across TV, Radio and Digital streaming.

Key Activities

1. Collect, clean, validate and organise multi-source data, such as ratings, digital analytics, social metrics and CRM.
2. Produce recurring dashboards and reports, such as audience trends, content performance and campaign effectiveness, with clear commentary.
3. Support research execution, including survey setup, fieldwork coordination, analysis support and social listening tracking.
4. Conduct basic segmentation and behavioural analysis to identify drivers of engagement and audience growth.
5. Maintain documentation for data definitions, data sources and methodology notes to support transparency and reuse.

Prime Skills

- | | |
|---|--|
| 1. Big Data Analytics | 6. Machine Learning |
| 2. Business Intelligence | 7. Market Research and Analytics |
| 3. Customer Behaviour Analysis | 8. Prompt Engineering |
| 4. Data Visualisation and Dashboard Development | 9. Reporting and Documentation |
| 5. Database Management | 10. Research and Information Synthesis |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

3. Analytics and Customer Insights Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Customer Segmentation • Data Strategy	N/A – no additional certifications are mandatory for this role

4. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

5. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

6. Content Researcher

Additional Skills:	Additional Certifications:
• Market Intelligence • Market Profiling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A – no additional certifications are mandatory for this role

8. Foley Artist

Additional Skills:	Additional Certifications:
- Sound Design and Creation - Sound Recording Operations - Creative Execution	N/A – no additional certifications are mandatory for this role

9. Graphic Designer

Additional Skills:	Additional Certifications:
- Creative Execution - Graphic Design - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

10. Integrated Strategist

Additional Skills:	Additional Certifications:
- Business Process Management - Financial Planning and Analysis - Revenue Optimisation	N/A – no additional certifications are mandatory for this role

11. Marketing Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Communications Channel Management - Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

12. Promotion Producer

Additional Skills:	Additional Certifications:
- Concept Creation - Creative Storytelling - Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

14. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

15. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

16. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

17. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
Market Profiling	N/A – no additional certifications are mandatory for this role

18. Traffic Scheduling Executive

Additional Skills:	Additional Certifications:
• Content Scheduling and Playout Coordination • Media Asset and Metadata Management • Media File Formats Conformation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Subscription Analytics Executive



Production

Technical

Sales and Advertising

Support

Cluster



Sales Strategy and Revenue Planning (Digital)

Job Purpose



Supports subscriber analytics by monitoring acquisition, engagement, and retention performance for digital streaming platforms. Provides insights and predictive analysis to optimise marketing strategies, audience targeting and content monetisation.

Key Activities

1. Track subscriber lifecycle metrics, such as acquisition, activation, engagement, churn, retention cohorts, CLV, and flag emerging risks/opportunities.
2. Build and maintain KPI dashboards for regular business reviews, ensuring consistency in definitions and calculations.
3. Support segmentation analysis, such as plan type, device, content preference and campaign source, to improve targeting and personalisation.
4. Assist with churn modelling and retention experimentation tracking, such as offers, onboarding, content triggers, using statistical or AI-driven tools.
5. Partner with marketing/product/content teams to evaluate subscription campaigns and content drops, summarising learnings and next steps.

Prime Skills

- | | |
|---|--|
| 1. Big Data Analytics | 6. Machine Learning |
| 2. Business Intelligence | 7. Market Profiling |
| 3. Customer Behaviour Analysis | 8. Prompt Engineering |
| 4. Data Visualisation and Dashboard Development | 9. Reporting and Documentation |
| 5. Database Management | 10. Research and Information Synthesis |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

3. Analytics and Customer Insights Executive

Additional Skills:	Additional Certifications:
Market Research Analytics	N/A – no additional certifications are mandatory for this role

4. Analytics and Customer Insights Manager

Additional Skills:	Additional Certifications:
• Customer Segmentation • Data Strategy • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

5. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

6. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

9. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

10. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

11. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Process Management • Financial Planning and Analysis • Revenue Optimisation	N/A – no additional certifications are mandatory for this role

12. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

14. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

15. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

17. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Integrated Strategist



Production



Technical


Sales and Advertising


Support

Cluster



Sales Strategy and Revenue Planning
(TV / Radio / Digital)

Job Purpose



Translates commercial strategy into coordinated plans, governance and performance tracking across Sales, Ad Operations, Programming, Marketing and Product. The role supports revenue optimisation by developing analysis, business cases and execution frameworks that enable informed pricing, packaging and investment decisions.

Key Activities

1. Translate strategic priorities into workplans, milestones, governance routines and KPI scorecards across business units.
2. Conduct commercial and operational analysis, such as revenue mix, content ROI, platform performance and cost drivers), to enable informed decision making.
3. Build business cases and financial models, such as scenario planning and sensitivity analysis for investments and new revenue opportunities.
4. Drive cross-functional strategic projects, such as new product rollout, operating model redesign and analytics capability uplift.
5. Track execution progress, identify risks/dependencies and recommend corrective actions to maintain delivery and value realisation.

Prime Skills

- | | |
|---------------------------------------|--------------------------------------|
| 1. Business Environment Analytics | 8. Operations Management |
| 2. Business Intelligence | 9. People and Performance Management |
| 3. Business Opportunities Development | 10. Project Management |
| 4. Business Process Management | 11. Reporting and Documentation |
| 5. Demand and Supply Analysis | 12. Revenue Optimisation |
| 6. Financial Acumen | 13. Risk Management |
| 7. Financial Planning and Analysis | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Analytics and Customer Insights Manager**

Additional Skills:	Additional Certifications:
• Customer Segmentation • Data Strategy • Data Visualisation and Dashboard Development	N/A – no additional certifications are mandatory for this role

2. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Location Planning and Coordination • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

3. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

4. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

5. Content Strategist

Additional Skills:	Additional Certifications:
• Market Intelligence • Concept Creation • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

6. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

8. Head of Commercial and Revenue

Additional Skills:	Additional Certifications:
• Crisis Management • Market Intelligence • Sales Target Management	N/A – no additional certifications are mandatory for this role

9. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

10. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

11. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Budget Management and Cost Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

12. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

14. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

15. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

16. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Creative Execution • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Sales Manager



Production

Technical

Sales and Advertising

Support

Cluster

Sales Strategy and Revenue Planning
(TV / Radio / Digital)

Job Purpose



Manages client portfolios and revenue delivery across TV, Radio and Digital streaming by developing integrated proposals, leading negotiations and ensuring strong campaign execution and retention.

Key Activities

1. Own a portfolio of clients/agencies, building relationships and identifying growth opportunities across platforms.
2. Lead proposal development: translate client objectives into integrated plans, such as spot buys, sponsorships, branded content, digital inventory, social extensions.
3. Coordinate internal alignment, such as ad operations, programming, marketing, production and finance, to ensure proposals are deliverable and profitable.
4. Negotiate commercial conditions, such as rates, added value, placement rules and deliverables, ensuring contract clarity and compliance readiness.
5. Build and maintain sales KPI dashboards for regular reviews, to track and monitor performance delivery.
6. Maintain pipeline discipline, such as forecasting, CRM hygiene and probability scoring, and contribute inputs to pricing/inventory strategy.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Account Management | 10. Operations Management |
| 2. Business Environment Analytics | 11. People and Performance Management |
| 3. Business Intelligence | 12. Prompt Engineering |
| 4. Business Opportunities Development | 13. Resource Management |
| 5. Contract Management | 14. Revenue Optimisation |
| 6. Customer Acquisition and Retention Management | 15. Risk Management |
| 7. Customer Management | 16. Sales Strategy and Execution |
| 8. Demand and Supply Analysis | 17. Sales Target Management |
| 9. Market Profiling | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Analytics and Customer Insights Manager****Additional Skills:**

- Customer Segmentation
- Data Strategy
- Data Visualisation and Dashboard Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Assistant Director**Additional Skills:**

- Production Operations
- Location Planning and Coordination
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Casting Manager**Additional Skills:**

- Talent Casting
- Production Planning and Scheduling
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Community Development Specialist**Additional Skills:**

- Community Engagement
- Communications Channel Management
- Customer Experience Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Content Strategist**Additional Skills:**

- Market Intelligence
- Concept Creation
- Market Research and Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

7. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

8. Head of Commercial and Revenue

Additional Skills:	Additional Certifications:
• Crisis Management • Financial Planning and Analysis • Strategy Development and Implementation	N/A – no additional certifications are mandatory for this role

9. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Process Management • Financial Acumen • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

10. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

11. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A – no additional certifications are mandatory for this role

13. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

14. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

15. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

16. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Sales Executive



Production



Technical



Sales and Advertising



Support

Cluster


Sales Strategy and Revenue Planning
(TV / Radio / Digital)

Job Purpose



Supports revenue growth by prospecting, assisting proposal development and coordinating campaign delivery across TV, Radio and Digital streaming platforms.

Key Activities

1. Prospect and qualify leads through research, outreach, referrals and industry networking.
2. Draft pitch materials and proposal components, such as audience value, platform options and basic packaging, escalating complex deals to managers.
3. Coordinate booking and delivery requirements with ad operations and marketing teams to ensure readiness.
4. Maintain CRM records, activity logs and reporting for forecasts and performance reviews.
5. Support client servicing, such as meeting prep, follow-ups and issue tracking to strengthen relationship continuity.

Prime Skills

- | | |
|---|----------------------------------|
| 1. Broadcast and Interactive Media Copywriting | 8. Market Intelligence |
| 2. Communications Channel Management | 9. Market Profiling |
| 3. Customer Experience Management | 10. Prompt Engineering |
| 4. Customer Management | 11. Reporting and Documentation |
| 5. Customer Segmentation | 12. Sales Strategy and Execution |
| 6. Data Visualisation and Dashboard Development | 13. Vendor Management |
| 7. Database Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Floor Manager**

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

3. Analytics and Customer Insights Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

4. Analytics and Customer Insights Manager

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Data Strategy • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

5. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A – no additional certifications are mandatory for this role

6. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Research and Information Synthesis • Business Intelligence	N/A – no additional certifications are mandatory for this role

8. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

9. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

10. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

11. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

12. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

14. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

15. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

16. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

17. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Marketing



Production



Technical



Sales and Advertising



Support

Cluster

Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Leads marketing across TV, Radio and Digital streaming, driving brand growth, audience engagement and campaign effectiveness. Oversees strategy, resources and cross-channel initiatives aligned to commercial and strategic goals.

Key Activities

1. Set integrated marketing strategy across platforms, driving influence on brand positioning, audience growth priorities and campaign architecture.
2. Lead cross-functional planning with sales, content, programming and product to align marketing outcomes with revenue and platform goals.
3. Oversee sponsorship marketing, brand integrations and key partner activations to ensure consistency of message and measurable impact.
4. Own marketing performance management, such as KPIs, attribution approach, brand tracking and audience growth metrics.
5. Manage crisis communications and reputation management in coordination with corporate communications and leadership.

Prime Skills

- | | |
|--|--|
| 1. Business Environment Analytics | 11. Marketing Communications Plan Development |
| 2. Business Intelligence | 12. Mass Communications Management |
| 3. Crisis Management | 13. Media Platforms Management |
| 4. Customer Acquisition and Retention Management | 14. Media Strategy Development |
| 5. Customer Experience Management | 15. People and Performance Management |
| 6. Digital Marketing | 16. Policy Implementation and Revision |
| 7. Financial Acumen | 17. Risk Management |
| 8. Market Intelligence | 18. Sales Strategy and Execution |
| 9. Marketing | 19. Strategy Development and Implementation Management |
| 10. Marketing Campaign Management | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Radio Producer****Additional Skills:**

- Project Management
- Content Compliance Review
- Production Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Show Producer**Additional Skills:**

- Production Operations
- Content Compliance Review
- Production Planning and Scheduling

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Creative Director**Additional Skills:**

- Production Operations
- Production Design
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Head of Ad Operations and Scheduling**Additional Skills:**

- Compliance Review and Reporting
- Compliance Strategy Development
- Regulatory Compliance

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Head of Commercial and Revenue**Additional Skills:**

- Business Opportunities Development
- Financial Planning and Analysis
- Revenue Optimisation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Quality Assurance and Quality Control	N/A - no additional certifications are mandatory for this role

7. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A - no additional certifications are mandatory for this role

8. News Producer

Additional Skills:	Additional Certifications:
• Content Compliance Review • Production Operations • Project Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Community Development Specialist



Production



Technical



Sales and Advertising



Support

Cluster



Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Acts as the ambassador between media brands and target communities, driving engagement, loyalty and advocacy through community programmes and brand-integrated initiatives across platforms.

Key Activities

1. Design and run community engagement programmes, such as events, live interactions, forums, social community initiatives, tied to content and brand priorities.
2. Monitor sentiment and engagement using social listening and platform analytics; turn insights into changes in messaging and programming.
3. Coordinate with content and marketing teams to ensure community messaging and activations align with brand voice and platform context.
4. Manage community enquiries and stakeholder touchpoints, escalating sensitive issues via defined protocols.
5. Report trends and recommendations to strengthen loyalty, reduce churn drivers (digital) and improve resonance across audience segments.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Brand Guideline Development | 9. Customer Management |
| 2. Business Environment Analytics | 10. Market Intelligence |
| 3. Business Intelligence | 11. Marketing Campaign Management |
| 4. Communications Channel Management | 12. Mass Communications Management |
| 5. Community Engagement | 13. People and Performance Management |
| 6. Customer Acquisition and Retention Management | 14. Reporting and Documentation |
| 7. Customer Behaviour Analysis | 15. Social Media Management |
| 8. Customer Experience Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

3. Analytics and Customer Insights Manager

Additional Skills:	Additional Certifications:
• Customer Segmentation • Data Strategy • Data Visualisation and Dashboard Development	N/A – no additional certifications are mandatory for this role

4. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Location Planning and Coordination • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

5. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

6. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

8. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

9. Head of Marketing

Additional Skills:	Additional Certifications:
• Policy Implementation and Revision • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

10. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Process Management • Financial Planning and Analysis • Revenue Optimisation	N/A – no additional certifications are mandatory for this role

11. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Communications Plan Development • Media Platforms Management • Mass Communications Management	N/A – no additional certifications are mandatory for this role

12. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Search Engine Optimisation (SEO)	N/A - no additional certifications are mandatory for this role

14. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Communications Plan Development • Social Media Content Creation • Social Media Marketing	N/A - no additional certifications are mandatory for this role

15. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Community Development Executive



Production



Technical



Sales and Advertising



Support

Cluster

Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Implements community engagement initiatives across traditional and digital platforms, building interaction, loyalty and trust with target audiences and brand communities.

Key Activities

1. Execute community content and engagement, aligned to brand calendars.
2. Track and summarise community feedback and sentiment, providing inputs to content and marketing on audience preferences.
3. Support moderation and customer care workflows, documenting and escalating high-risk issues through defined protocols.
4. Assist with community events and activations, including logistics, run sheets, and post-event reporting.
5. Maintain reporting dashboards for engagement and sentiment trends and recommend small optimisations.

Prime Skills

- | | |
|---|---|
| 1. Community Engagement | 6. Marketing Campaign Management |
| 2. Customer Management | 7. Operations Management |
| 3. Data Visualisation and Dashboard Development | 8. Production Content Writing and Editing |
| 4. Logistics Management | 9. Reporting and Documentation |
| 5. Market Intelligence | 10. Transportation Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Graphic Designer

Additional Skills:	Additional Certifications:
- Graphic Design - Visual Style Development - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Direction - Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Permit Management - Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

4. Analytics and Customer Insights Executive

Additional Skills:	Additional Certifications:
- Big Data Analytics - Business Intelligence - Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

5. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Vendor Management	N/A – no additional certifications are mandatory for this role

6. Community Development Specialist

Additional Skills:	Additional Certifications:
- Communications Channel Management - Customer Acquisition and Retention Management - Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Research and Information Synthesis • Market Profiling	N/A – no additional certifications are mandatory for this role

8. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

9. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Creative Execution • Creative Review and Iteration Management	N/A – no additional certifications are mandatory for this role

10. Marketing Executive

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

11. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Communications Plan Development • Media Platforms Management • Mass Communications Management	N/A – no additional certifications are mandatory for this role

12. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Experience Management • Market Profiling • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

14. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

15. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

16. Social Media Executive

Additional Skills:	Additional Certifications:
• Communications Channel Management • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

17. Social Media Manager

Additional Skills:	Additional Certifications:
• Mass Communications Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

18. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Creative Marketing Manager



Production

Technical

Sales and Advertising

Support

Cluster

Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Leads the development of creative marketing concepts and visual direction for campaigns, sponsorships and brand initiatives across TV, Radio and Digital platforms. The role ensures marketing ideas are translated into cohesive, audience-relevant creative expressions that align with brand strategy and commercial objectives.

Key Activities

1. Translate marketing strategy, campaign objectives and sponsorship briefs into clear creative directions and concepts.
2. Define creative look-and-feel, messaging frameworks and storytelling approaches for marketing campaigns and brand initiatives.
3. Lead collaboration with Promotion Producers, Graphic Designers, agencies and content teams to deliver creative assets.
4. Review and approve creative materials to ensure alignment with brand guidelines, platform context and campaign intent.
5. Balance creative ambition with practical constraints such as timelines, budgets and production realities.
6. Evaluate creative effectiveness using performance insights and audience feedback, refining approaches for future campaigns.

Prime Skills

- | | |
|---|--|
| 1. Brand Guideline Development | 10. Marketing Campaign Management |
| 2. Budget Management and Cost Management | 11. Media Platforms Management |
| 3. Business Environment Analytics | 12. Operations Management |
| 4. Creative Execution | 13. People and Performance Management |
| 5. Creative Review and Iteration Management | 14. Production Content Writing and Editing |
| 6. Customer Segmentation | 15. Quality Assurance and Quality Control |
| 7. Data Visualisation and Dashboard Development | 16. Reporting and Documentation |
| 8. Digital Marketing | 17. Resource Management |
| 9. Graphic Design | 18. Visual Design and Communication Principles |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:

- Production Operations
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:

- Production Planning and Scheduling
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Analytics and Customer Insights Manager

Additional Skills:

- Customer Behaviour Analysis
- Data Strategy
- Market Research and Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Director

Additional Skills:

- Production Operations
- Location Planning and Coordination
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Assistant Producer

Additional Skills:

- Production Operations
- Production Planning and Scheduling
- Vendor Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

7. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

8. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Media Law and Compliance	N/A – no additional certifications are mandatory for this role

9. Head of Marketing

Additional Skills:	Additional Certifications:
• Policy Implementation and Revision • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

10. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

11. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Communications Plan Development • Concept Creation • Mass Communications Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Customer Acquisition and Retention Management - Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

13. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A - no additional certifications are mandatory for this role

14. Social Media Manager

Additional Skills:	Additional Certifications:
- Mass Communications Management - Social Media Content Creation - Social Media Marketing	N/A - no additional certifications are mandatory for this role

15. Social Media Producer

Additional Skills:	Additional Certifications:
- Production Operations - Project Management - Social Media Content Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Graphic Designer



Production

Technical

Sales and Advertising

Support

Cluster

Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Designs and produces graphic assets for both on-screen production environments and marketing applications, ensuring visual consistency across sets, promotional materials and brand touchpoints. The role supports storytelling, world-building and audience engagement through effective visual design across broadcast and digital contexts.

Key Activities

1. Design graphic assets for use on set, including hero props, screens, signage and dressed environments, aligned to production art direction.
2. Develop promotional and marketing graphics, such as key art adaptations, campaign visuals, social assets and on-air support materials.
3. Collaborate with Production Design, Promotion, Marketing and Creative teams to ensure visual consistency across content and campaigns.
4. Prepare print- and digital-ready files, coordinating with print, fabrication and digital delivery vendors as required.
5. Ensure graphics meet technical and creative requirements for camera, lighting, resolution, colour and platform usage.
6. Maintain organised archives of design files, versions and assets to support reuse, continuity and brand compliance.

Prime Skills

- | | |
|--|--|
| 1. Brand Guideline Development | 7. Media Asset and Metadata Management |
| 2. Creative Execution | 8. Quality Assurance and Quality Control |
| 3. Digital Image Production | 9. Visual Collaterals Production |
| 4. File Version Control and Management | 10. Visual Design and Communication Principles |
| 5. Graphic Design | 11. Visual Style Development |
| 6. Image Development | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

2. Analytics and Customer Insights Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

3. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

4. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

5. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

6. Creative Content Executive

Additional Skills:	Additional Certifications:
• Production Content Writing and Editing • Concept Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Quality Assurance and Quality Control • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

8. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

9. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

10. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Narrative Design	N/A – no additional certifications are mandatory for this role

11. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

12. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

14. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

15. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Marketing Manager



Production

Technical

Sales and Advertising

Support

Cluster

Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Manages execution and measurement of marketing campaigns and brand activations across TV, Radio and Digital streaming to deliver audience growth and commercial support.

Key Activities

1. Drive end-to-end campaign delivery, including briefing, asset readiness, timelines, trafficking/placement coordination and post-campaign reporting.
2. Manage creative development workflows with agencies and internal teams.
3. Track budgets and vendor performance, reconciling spend against plan and report variance with improvement actions.
4. Maintain marketing operations discipline (campaign calendars, approvals, asset libraries, rights/usage checks, brand guidelines).
5. Analyse performance data (reach, engagement, tune-in, conversion, brand lift proxies) to optimise future campaigns.

Prime Skills

- | | |
|--|--|
| 1. Brand Guideline Development | 11. Integrated Advertising and Brand Placement |
| 2. Budget Management and Cost Management | 12. Market Intelligence |
| 3. Business Environment Analytics | 13. Marketing Campaign Management |
| 4. Business Intelligence | 14. Marketing Communications Plan Development |
| 5. Concept Creation | 15. Mass Communications Management |
| 6. Creative Execution | 16. Media Platforms Management |
| 7. Customer Behaviour Analysis | 17. Operations Management |
| 8. Customer Experience Management | 18. People and Performance Management |
| 9. Customer Segmentation | 19. Project Management |
| 10. Digital Marketing | 20. Prompt Engineering |

21. Reporting and Documentation

23. Vendor Management

22. Rights and Licensing Management

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:

- Production Operations
- Logistics Management
- Incident Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:

- Production Planning and Scheduling
- Incident Management
- Logistics Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Analytics and Customer Insights Manager

Additional Skills:

- Data Strategy
- Data Visualisation and Dashboard Development
- Market Research and Analytics

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Assistant Director

Additional Skills:

- Production Operations
- Location Planning and Coordination
- Script Comprehension and Interpretation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Production Content Writing and Editing	N/A – no additional certifications are mandatory for this role

6. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

7. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Acquisition and Retention Management • Customer Management	N/A – no additional certifications are mandatory for this role

8. Creative Content Manager

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Marketing Campaign Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

9. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Quality Assurance and Quality Control • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

10. Head of Marketing

Additional Skills:	Additional Certifications:
• Policy Implementation and Revision • Media Strategy Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Process Management • Financial Planning and Analysis • Revenue Optimisation	N/A - no additional certifications are mandatory for this role

12. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

13. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Search Engine Optimisation (SEO)	N/A - no additional certifications are mandatory for this role

14. Social Media Manager

Additional Skills:	Additional Certifications:
• Communications Channel Management • Social Media Content Creation • Social Media Marketing	N/A - no additional certifications are mandatory for this role

15. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Quality Assurance and Quality Control • Social Media Content Creation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Marketing Executive



Production



Technical



Sales and Advertising



Support

Cluster



Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Supports marketing execution and brand activations across TV, Radio and Digital streaming, ensuring consistent messaging and delivery quality.

Key Activities

1. Coordinate campaign logistics, such as schedules, asset distribution, partner coordination, press kits and internal comms.
2. Support production of marketing materials and basic copy/briefs aligned with brand guidelines.
3. Track spend, performance outputs, and delivery status, compiling post-campaign summaries and learnings.
4. Liaise with agencies and internal stakeholders to ensure deadlines and approvals are met.
5. Maintain campaign documentation and asset libraries for reuse and compliance.

Prime Skills

- | | |
|---|---|
| 1. Brand Guideline Development | 7. Media Asset and Metadata Management |
| 2. Broadcast and Interactive Media Copywriting | 8. Production Content Writing and Editing |
| 3. Communications Channel Management | 9. Project Management |
| 4. Data Visualisation and Dashboard Development | 10. Prompt Engineering |
| 5. Marketing Campaign Management | 11. Rules-Based Copy Editing |
| 6. Marketing Communications Plan Development | 12. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Graphic Designer

Additional Skills:	Additional Certifications:
- Graphic Design - Visual Style Development - Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
- Production Operations - Inventory Management - Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
- Production Operations - Logistics Management - Location Planning and Coordination	N/A - no additional certifications are mandatory for this role

4. Analytics and Customer Insights Executive

Additional Skills:	Additional Certifications:
- Big Data Analytics - Business Intelligence - Customer Behaviour Analysis	N/A - no additional certifications are mandatory for this role

5. Casting Executive

Additional Skills:	Additional Certifications:
- Talent Casting - Script Comprehension and Interpretation - Contract Management	N/A - no additional certifications are mandatory for this role

6. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Acquisition and Retention Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

8. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

9. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

10. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

11. Marketing Manager

Additional Skills:	Additional Certifications:
• Media Platforms Management • Mass Communications Management • Concept Creation	N/A – no additional certifications are mandatory for this role

12. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Visual Style Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

14. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

15. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

16. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

17. Social Media Manager

Additional Skills:	Additional Certifications:
• Mass Communications Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

18. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Promotion Producer



Production

Technical

Sales and Advertising

Support

Cluster



Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Drives creative development and execution of on-air promos and branded fillers by translating strategic and marketing objectives into compelling visual narratives across broadcast and digital platforms.

Key Activities

1. Develop promo concepts and scripts aligned to programming priorities and brand tone.
2. Lead promo production lifecycle, including storyboarding, shoot planning, editing and delivery across platforms.
3. Manage stakeholder reviews with production, sales and compliance teams to ensure messaging accuracy and brand alignment.
4. Ensure promos are delivered in required technical formats and durations.
5. Track promo performance proxies and refine creative approach over time.

Prime Skills

- | | |
|--|---|
| 1. Brand Guideline Development | 12. Media Platforms Management |
| 2. Broadcast and Interactive Media Copywriting | 13. Motion Graphics |
| 3. Communications Channel Management | 14. Narrative Design |
| 4. Concept Creation | 15. Production Operations |
| 5. Creative Review and Iteration Management | 16. Production Planning and Scheduling |
| 6. Creative Storytelling | 17. Prompt Engineering |
| 7. Demand and Supply Analysis | 18. Quality Assurance and Quality Control |
| 8. Market Intelligence | 19. Scriptwriting |
| 9. Marketing Campaign Management | 20. Storyboarding |
| 10. Marketing Communications Plan Development | 21. Video Editing |
| 11. Media File Formats Conformation | 22. Visual Style Development |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Graphic Designer

Additional Skills:

- Graphic Design
- Visual Collaterals Production
- Visual Design and Communication Principles

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:

- Operations Management
- Inventory Management
- Workplace Safety and Health

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:

- Procurement for Production Operations
- Logistics Management
- Location Planning and Coordination

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Analytics and Customer Insights Executive

Additional Skills:

- Big Data Analytics
- Business Intelligence
- Customer Behaviour Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Casting Executive

Additional Skills:

- Talent Casting
- Script Comprehension and Interpretation
- Vendor Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Data Visualisation and Dashboard Development	N/A – no additional certifications are mandatory for this role

7. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Acquisition and Retention Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

8. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Profiling	N/A – no additional certifications are mandatory for this role

9. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Production Content Writing and Editing	N/A – no additional certifications are mandatory for this role

10. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Digital Marketing • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

11. Marketing Executive

Additional Skills:	Additional Certifications:
• Media Asset and Metadata Management • Production Content • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Marketing Manager

Additional Skills:	Additional Certifications:
• Integrated Advertising and Brand Placement • Mass Communications Management • Rights and Licensing Management	N/A – no additional certifications are mandatory for this role

13. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Profiling • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

14. Script Supervisor

Additional Skills:	Additional Certifications:
• Script Comprehension and Interpretation • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

15. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

16. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Content Creation • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

17. Social Media Manager

Additional Skills:	Additional Certifications:
• Mass Communications Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Social Media Manager



Production



Technical


Sales and Advertising


Support

Cluster



Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Leads the organisation's social media strategy across TV, Radio and Digital platforms, using social channels to amplify content, drive audience engagement, support tune-in and streaming and strengthen brand presence through platform-specific and real-time social initiatives.

Key Activities

1. Develop and execute an integrated social-media strategy that supports TV programming, radio shows and digital streaming priorities.
2. Plan platform-specific content calendars that align with broadcast schedules, live events, launches and breaking news.
3. Collaborate with content, production, news, marketing and talent teams to create social-first assets, such as clips, highlights, behind-the-scenes, live interactions.
4. Lead real-time social engagement during live broadcasts, major events and news moments to enhance audience participation.
5. Monitor social performance, audience behaviour and sentiment across platforms, translating insights into content and engagement optimisation.
6. Manage influencer partnerships, talent amplification and brand-integration initiatives that extend programme reach.
7. Ensure consistent brand voice, editorial standards and governance across all social channels.

Prime Skills

- | | |
|--|-----------------------------------|
| 1. Brand Guideline Development | 9. Customer Experience Management |
| 2. Business Environment Analytics | 10. Digital Marketing |
| 3. Business Intelligence | 11. Ethics |
| 4. Communications Channel Management | 12. Values and Legislation |
| 5. Content Scheduling and Playout Coordination | 13. Guided Storytelling |
| 6. Creative Execution | 14. Market Intelligence |
| 7. Customer Acquisition and Retention Management | 15. Market Profiling |
| 8. Customer Behaviour Analysis | 16. Marketing |

17. Marketing Campaign Management	23. Prompt Engineering
18. Marketing Communications Plan Development	24. Public Relations Campaign Management
19. Mass Communications Management	25. Reporting and Documentation
20. Media Platforms Management	26. Social Media Content Creation
21. Operations Management	27. Social Media Marketing
22. People and Performance Management	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

3. Analytics and Customer Insights Manager

Additional Skills:	Additional Certifications:
• Customer Segmentation • Data Strategy • Data Visualisation and Dashboard Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

4. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Location Planning and Coordination • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

5. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

6. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

7. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Social Media Management	N/A – no additional certifications are mandatory for this role

8. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Review and Iteration management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

9. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Quality Assurance and Quality Control • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

10. Head of Marketing

Additional Skills:	Additional Certifications:
• Media Strategy Development • Policy Implementation and Revision • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

11. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Process Management • Financial Planning and Analysis • Revenue Optimisation	N/A – no additional certifications are mandatory for this role

12. Marketing Manager

Additional Skills:	Additional Certifications:
• Integrated Advertising and Brand Placement • Concept Creation • Rights and Licensing Management	N/A – no additional certifications are mandatory for this role

13. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

14. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

15. Social Media Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Content Compliance Review • Production Planning and Scheduling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Social Media Executive



Production

Technical

Sales and Advertising

Support

Cluster



Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Executes day-to-day social media content and community engagement activities that promote TV, Radio and Digital content, supporting audience growth, tune-in and brand interaction.

Key Activities

1. Produce, publish, and schedule social content derived from TV, Radio and Digital outputs.
2. Support live social coverage during broadcasts, events, interviews and news developments.
3. Manage community interaction, comments and audience queries, escalating sensitive issues where required.
4. Track performance metrics, such as engagement, reach and growth, and contribute insights to improve content effectiveness.
5. Coordinate with production, newsrooms and marketing teams to ensure social outputs align with programming priorities.
6. Maintain content archives and ensure compliance with brand and editorial guidelines.

Prime Skills

- | | |
|---|-----------------------------------|
| 1. Brand Guideline Development | 7. Media Platforms Management |
| 2. Communications Channel Management | 8. Operations Management |
| 3. Community Engagement | 9. Prompt Engineering |
| 4. Data Visualisation and Dashboard Development | 10. Social Media Content Creation |
| 5. Marketing Campaign Management | 11. Social Media Management |
| 6. Media Asset and Metadata Management | 12. Social Media Marketing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Graphic Designer**

Additional Skills:	Additional Certifications:
• Graphic Design • Visual Style Development • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

4. Analytics and Customer Insights Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

5. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

6. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Community Development Specialist

Additional Skills:	Additional Certifications:
• Customer Acquisition and Retention Management • Customer Experience Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Research and Information Synthesis • Market Intelligence	N/A – no additional certifications are mandatory for this role

9. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

10. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

11. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Communications Plan Development • Production Content • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

12. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Communications Plan Development • Concept Creation • Mass Communications Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Visual Style Development	N/A – no additional certifications are mandatory for this role

14. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

15. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

16. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

17. Social Media Manager

Additional Skills:	Additional Certifications:
• Digital Marketing • Marketing Communications Plan Development • Mass Communications Management	N/A – no additional certifications are mandatory for this role

18. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

SEO (Search Engine Optimisation) Specialist



Production

Technical

Sales and Advertising

Support

Cluster



Sponsorships and Brand Integration
(TV / Radio / Digital)

Job Purpose



Leads and executes search engine optimisation initiatives to improve the discoverability, reach and longevity of TV, Radio and Digital content across search platforms. The role combines strategic oversight with hands-on optimisation, embedding SEO best practices into publishing workflows while monitoring performance and driving continuous improvement.

Key Activities

1. Define and implement SEO approaches for programmes, radio shows, podcasts, news, catch-up and streaming content across platforms.
2. Conduct keyword, audience-intent and search trend analysis to inform content optimisation priorities.
3. Optimise metadata, headlines, descriptions, tagging, page structures and internal linking to improve search visibility and click-through rates.
4. Work directly with content, marketing and product teams to embed SEO requirements into publishing and campaign workflows.
5. Monitor search performance, rankings, traffic patterns and technical SEO health, identifying issues and optimisation opportunities.
6. Perform audits of current and legacy content libraries to improve discoverability and long-tail performance.
7. Prepare SEO performance reports and actionable recommendations for stakeholders, adjusting tactics based on results and algorithm changes.

Prime Skills

- | | |
|--|---|
| 1. Business Environment Analytics | 9. Operations Management |
| 2. Business Intelligence | 10. People and Performance Management |
| 3. Customer Behaviour Analysis | 11. Prompt Engineering |
| 4. Market Intelligence | 12. Quality Assurance and Quality Control |
| 5. Market Profiling | 13. Reporting and Documentation |
| 6. Market Research and Analytics | 14. Research and Information Synthesis |
| 7. Media Asset and Metadata Management | 15. Search Engine Optimisation (SEO) |
| 8. Media Strategy Development | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Lead Floor Manager****Additional Skills:**

- Production Planning and Scheduling
- Logistics Management
- Incident Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Production Manager**Additional Skills:**

- Production Planning and Scheduling
- Incident Management
- Logistics Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Analytics and Customer Insights Manager**Additional Skills:**

- Customer Segmentation
- Data Strategy
- Data Visualisation and Dashboard Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Assistant Director**Additional Skills:**

- Production Operations
- Location Planning and Coordination
- Script Comprehension and Interpretation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Assistant Producer**Additional Skills:**

- Production Operations
- Production Planning and Scheduling
- Production Content Writing and Editing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

7. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

8. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

9. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Creative Execution • Creative Review and Iteration Management • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

10. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

11. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Process Management • Financial Planning and Analysis • Revenue Optimisation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Marketing Communications Plan Development • Media Platforms Management	N/A – no additional certifications are mandatory for this role

13. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

14. Social Media Manager

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

15. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Creative Services



Production



Technical


Sales and Advertising


Support

Cluster


Creative Content Development
(TV / Radio / Digital)

Job Purpose



Provides strategic leadership over commercial creative development, ensuring advertising, sponsorship and promotional initiatives are supported by compelling, audience-aligned creative concepts. The role sets creative direction, operating models and collaboration frameworks with Sales, Marketing and Production to deliver commercially effective creative outputs.

Key Activities

1. Define creative strategy and standards for commercial-led content, sponsorships and promotional initiatives.
2. Partner with Sales and Marketing leadership to translate commercial objectives into creative opportunities and propositions.
3. Establish operating models for collaboration with Production, Design and external vendors to deliver creative assets efficiently.
4. Oversee creative governance, approvals and quality standards for commercial content and campaigns.
5. Lead creative capability development, resourcing and vendor partnerships.
6. Review creative performance and effectiveness, using feedback and insights to refine creative approaches.

Prime Skills

- | | |
|---|--|
| 1. Brand Guideline Development | 10. Marketing Campaign Management |
| 2. Business Environment Analytics | 11. Marketing Communications Plan Development |
| 3. Business Opportunities Development | 12. Media Law and Compliance |
| 4. Business Process Management | 13. Operations Management |
| 5. Creative Execution | 14. People and Performance Management |
| 6. Creative Review and Iteration Management | 15. Quality Assurance and Quality Control |
| 7. Crisis Management | 16. Resource Management |
| 8. Ethics | 17. Strategy Development and Implementation Management |
| 9. Values and Legislation | 18. Vendor Management |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Radio Producer****Additional Skills:**

- Project Management
- Content Compliance Review
- Production Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. News Producer**Additional Skills:**

- Content Compliance Review
- Production Operations
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Show Producer**Additional Skills:**

- Content Compliance Review
- Production Operations
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Creative Director**Additional Skills:**

- Production Operations
- Production Design
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Director**Additional Skills:**

- Script Comprehension and Interpretation
- Direction
- Production Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Ad Operations and Scheduling

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Compliance Strategy Development • Regulatory Compliance	N/A – no additional certifications are mandatory for this role

7. Head of Commercial and Revenue

Additional Skills:	Additional Certifications:
• Financial Planning and Analysis • Revenue Optimisation • Sales Target Management	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Policy Implementation and Revision • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Public Relations Campaign Management • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Creative Content Manager



Production



Technical



Sales and Advertising



Support

Cluster

Creative Content Development
(TV / Radio / Digital)

Job Purpose



Manages the development of commercial creative concepts and assets that support advertising, sponsorship and marketing initiatives. The role translates briefs into executable creative ideas and coordinates with internal and external teams to deliver creative outputs aligned with brand, audience and platform requirements.

Key Activities

1. Translate sales, sponsorship and marketing briefs into clear creative concepts and content proposals.
2. Develop pitch materials, mock-ups, storyboards and creative outlines to support commercial opportunities.
3. Coordinate creative development with Production, Design, Social and Marketing teams.
4. Manage timelines, priorities and quality control for creative deliverables.
5. Ensure creative outputs align with brand guidelines, platform standards and commercial objectives.
6. Support post-campaign reviews and incorporate learnings into future creative development.

Prime Skills

- | | |
|---|--|
| 1. Brand Guideline Development | 10. Operations Management |
| 2. Business Environment Analytics | 11. People and Performance Management |
| 3. Concept Creation | 12. Project Management |
| 4. Creative Execution | 13. Quality Assurance and Quality Control |
| 5. Creative Review and Iteration Management | 14. Reporting and Documentation |
| 6. Data Visualisation and Dashboard Development | 15. Resource Management |
| 7. Graphic Design | 16. Storyboarding |
| 8. Marketing Campaign Management | 17. Visual Design and Communication Principles |
| 9. Media Law and Compliance | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Incident Management	N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

3. Analytics and Customer Insights Manager

Additional Skills:	Additional Certifications:
• Customer Segmentation • Data Strategy • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

4. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Location Planning and Coordination • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

5. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

6. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Community Development Specialist

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

8. Content Strategist

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Demand and Supply Analysis • Market Research and Analytics	N/A – no additional certifications are mandatory for this role

9. Creative Marketing Manager

Additional Skills:	Additional Certifications:
• Customer Segmentation • Digital Marketing • Production Content	N/A – no additional certifications are mandatory for this role

10. Head of Creative Services

Additional Skills:	Additional Certifications:
• Marketing Communications Plan Development • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

11. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

12. Marketing Manager

Additional Skills:	Additional Certifications:
• Marketing Communications Plan Development • Media Platforms Management • Mass Communications Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Content Compliance Review	N/A – no additional certifications are mandatory for this role

14. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

15. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

16. Social Media Manager

Additional Skills:	Additional Certifications:
• Mass Communications Management • Social Media Content Creation • Social Media Marketing	N/A – no additional certifications are mandatory for this role

17. Social Media Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Social Media Content Creation	N/A – no additional certifications are mandatory for this role

18. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Video Editor

Additional Skills:	Additional Certifications:
• Motion Graphics • Video Editing • Visual Style Development	N/A – no additional certifications are mandatory for this role

20. Visual Effects (VFX) Editor

Additional Skills:	Additional Certifications:
• Digital Image Production • Digital Lighting • Motion Graphics • Video Editing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Creative Content Executive



Production



Technical



Sales and Advertising



Support

Cluster


Creative Content Development
(TV / Radio / Digital)

Job Purpose



Provides hands-on support for the development and preparation of commercial creative assets, assisting in the execution of creative concepts and coordination of materials across teams.

Key Activities

1. Support development of creative assets, presentations and pitch materials.
2. Prepare creative briefs, references and content outlines under direction of the Creative Content Manager.
3. Coordinate asset collection, versioning and feedback cycles.
4. Assist with basic content adaptation across formats and platforms.
5. Maintain creative documentation, trackers and asset libraries.
6. Support internal coordination with marketing, production and design teams.

Prime Skills

- | | |
|--|---|
| 1. Concept Creation | 7. Operations Management |
| 2. Creative Execution | 8. Photographic Image Manipulation |
| 3. Digital Image Production | 9. Production Content Writing and Editing |
| 4. File Version Control and Management | 10. Quality Assurance and Quality Control |
| 5. Graphic Design | 11. Reporting and Documentation |
| 6. Media Asset and Metadata Management | 12. Resource Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Production Coordinator**

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

2. Analytics and Customer Insights Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

3. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Vendor Management	N/A – no additional certifications are mandatory for this role

4. Colourist

Additional Skills:	Additional Certifications:
• Colour Grading • Photographic Image Manipulation • Video Editing	N/A – no additional certifications are mandatory for this role

5. Community Development Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

6. Composer

Additional Skills:	Additional Certifications:
• 2D Animation • 3D Animation • Digital Lighting • Visual Style Developmen	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Content Researcher

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Data Visualisation and Dashboard Development • Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Creative Content Manager

Additional Skills:	Additional Certifications:
• Creative Review and Iteration Management • Marketing Campaign Management • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

9. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

10. Foley Artist

Additional Skills:	Additional Certifications:
• Sound Design and Creation • Sound Recording Operations • Creative Execution	N/A – no additional certifications are mandatory for this role

11. Graphic Designer

Additional Skills:	Additional Certifications:
• Creative Execution • Graphic Design • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

12. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Motion Graphic Designer

Additional Skills:	Additional Certifications:
• Motion Graphics • Visual Collaterals Production • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

14. Promotion Producer

Additional Skills:	Additional Certifications:
• Creative Storytelling • Brand Guideline Development • Visual Style Development	N/A – no additional certifications are mandatory for this role

15. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

17. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

18. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Ad Operations and Scheduling



Production

Technical

Sales and Advertising

Support

Cluster

Ad Operations and Scheduling
(TV / Radio / Digital)

Job Purpose



Provides strategic leadership over advertising operations and scheduling to ensure accurate, compliant and optimised delivery of advertising inventory across TV, Radio and Digital streaming platforms. The role focuses on operational yield optimisation, delivery quality and system governance in support of broader commercial objectives.

Key Activities

1. Set scheduling and ad operations strategy across platforms: inventory design, break structure governance, yield optimisation approach and workflow standards.
2. Align with sales and marketing on commercial priorities, including premium placements, sponsorship delivery, high-value periods and programme alignment.
3. Own governance for campaign delivery quality, including QA standards, audit trails, dispute handling and process improvements.
4. Lead systems roadmap for traffic, automation and ad tech, including workflow automation and reporting capability improvements.
5. Monitor delivery metrics, including fill rate, under-delivery, pacing and error rates, and drive continuous improvement initiatives.
6. Ensure regulatory and internal compliance processes are embedded into scheduling and trafficking operations.
7. Establish and oversee governance for advertising content approvals and category separation controls, including regulatory submissions, censorship clearance processes and enforcement of competitive clash rules across platforms.

Prime Skills

- | | |
|------------------------------------|--|
| 1. Business Environment Analytics | 9. People and Performance Management |
| 2. Business Process Management | 10. Policy Implementation and Revision |
| 3. Compliance Review and Reporting | 11. Process Optimisation |
| 4. Compliance Strategy Development | 12. Regulatory Compliance |
| 5. Crisis Management | 13. Revenue Optimisation |
| 6. Demand and Supply Analysis | 14. Risk Management |
| 7. Financial Acumen | 15. Strategy Development and Implementation Management |
| 8. Media Law and Compliance | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Radio Producer****Additional Skills:**

- Project Management
- Content Compliance Review
- Production Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. News Producer**Additional Skills:**

- Content Compliance Review
- Production Operations
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Show Producer**Additional Skills:**

- Project Management
- Production Operations
- Content Compliance Review

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Creative Director**Additional Skills:**

- Production Operations
- Production Design
- Visual Style Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Director**Additional Skills:**

- Creative Execution
- Direction
- Production Operations

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Head of Commercial and Revenue

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Financial Planning and Analysis • Sales Target Management	N/A – no additional certifications are mandatory for this role

7. Head of Creative Services

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

8. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

9. Head of Talent / Casting Director

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Talent Casting • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Ad Operations and Scheduling Manager



Production



Technical



Sales and Advertising



Support

Cluster



Ad Operations and Scheduling
(TV / Radio / Digital)

Job Purpose



Manages day-to-day advertising scheduling and trafficking operations across platforms, ensuring optimal placement, accurate execution and reliable campaign delivery in line with commercial commitments and operational standards.

Key Activities

1. Build and maintain commercial schedules/grids across TV and Radio.
2. Translate booked orders into executable schedules while balancing constraints, such as inventory limits, separation rules, programme context and sponsorship commitments.
3. Coordinate with sales on pacing and optimisation actions to improve delivery and reduce makegood risk.
4. Oversee trafficking operations: creative receipt, spec checks, approvals, tagging, testing and readiness confirmation as well as tracking delivery metrics, including fill rate, under-delivery, pacing, error rates.
5. Manage exceptions and issues, such as late materials, conflicts and delivery discrepancies, ensuring documentation and stakeholder communication.
6. Coach team on QA routines, escalation protocols and system hygiene to reduce errors and improve throughput.

Prime Skills

- | | |
|---|---|
| 1. Business Environment Analytics | 6. Integrated Advertising and Brand Placement |
| 2. Compliance Review and Reporting | 7. Operations Management |
| 3. Content Compliance Review | 8. People and Performance Management |
| 4. Content Scheduling and Payout Coordination | 9. Quality Assurance and Quality Control |
| 5. Demand and Supply Analysis | 10. Reporting and Documentation |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Lead Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Incident Management	N/A – no additional certifications are mandatory for this role

2. Production Manager

Additional Skills:	Additional Certifications:
• Production Planning and Scheduling • Incident Management • Logistics Management	N/A – no additional certifications are mandatory for this role

3. Analytics and Customer Insights Manager

Additional Skills:	Additional Certifications:
• Customer Segmentation • Data Strategy • Data Visualisation and Dashboard Development	N/A – no additional certifications are mandatory for this role

4. Assistant Director

Additional Skills:	Additional Certifications:
• Production Operations • Location Planning and Coordination • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

5. Assistant Producer

Additional Skills:	Additional Certifications:
• Production Operations • Production Planning and Scheduling • Vendor Management	N/A – no additional certifications are mandatory for this role

6. Casting Manager

Additional Skills:	Additional Certifications:
• Talent Casting • Production Planning and Scheduling • Script Comprehension and Interpretation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Community Development Specialist

Additional Skills:	Additional Certifications:
- Community Engagement - Communications Channel Management - Customer Experience Management	N/A – no additional certifications are mandatory for this role

8. Content Strategist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Business Opportunities Development - Data Visualisation and Dashboard Development	N/A – no additional certifications are mandatory for this role

9. Creative Content Manager

Additional Skills:	Additional Certifications:
- Concept Creation - Creative Execution - Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

10. Creative Marketing Manager

Additional Skills:	Additional Certifications:
- Creative Execution - Creative Review and Iteration Management - Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

11. Head of Ad Operations and Scheduling

Additional Skills:	Additional Certifications:
- Compliance Review and Reporting - Compliance Strategy Development - Regulatory Compliance	N/A – no additional certifications are mandatory for this role

12. Integrated Strategist

Additional Skills:	Additional Certifications:
- Business Intelligence - Business Process Management - Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Marketing Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Marketing Communications Plan Development - Media Platforms Management	N/A – no additional certifications are mandatory for this role

14. Post-Production Producer

Additional Skills:	Additional Certifications:
- Production Operations - Project Management - Budget Management and Cost Management	N/A – no additional certifications are mandatory for this role

15. Sales Manager

Additional Skills:	Additional Certifications:
- Account Management - Customer Acquisition and Retention Management - Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

16. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Customer Behaviour Analysis - Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

17. Social Media Manager

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Social Media Content Creation - Social Media Marketing	N/A – no additional certifications are mandatory for this role

18. Social Media Producer

Additional Skills:	Additional Certifications:
- Production Operations - Project Management - Social Media Content Creation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Sound Editor

Additional Skills:	Additional Certifications:
• Digital Audio Workstation Sound Editing • Sound Editing • Sound Mixing	N/A – no additional certifications are mandatory for this role

20. Storyboard Artist

Additional Skills:	Additional Certifications:
• Storyboarding • Script Comprehension and Interpretation • Narrative Design	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Traffic Scheduling Executive



Production

Technical

Sales and Advertising

Support

Cluster

Ad Operations and Scheduling
(TV / Radio / Digital)

Job Purpose



Executes the scheduling and placement of commercial spots, promos, and campaign assets across TV, Radio, and Digital streaming platforms, ensuring accuracy, compliance, and audit-ready records.

Key Activities

1. Check and validate materials and approvals before scheduling, including format, durations, rights, clearances and required compliance documentation.
2. Enter bookings, revisions, and cancellations into traffic systems accurately, maintaining a clear audit trail for billing readiness.
3. Manage day-to-day schedule changes, resolving clashes and ensuring smooth transitions across programmes, live segments and breaks.
4. Reconcile as-run logs and after-air reports and update systems with final transmission data, producing delivery summaries for stakeholders.
5. Coordinate with sales, agencies and ad operations teams on campaign changes, late materials and delivery risks, escalating issues as required.
6. Support issue handling for delivery discrepancies and ensure timely escalation and documentation.

Prime Skills

- | | |
|---|------------------------------------|
| 1. Content Scheduling and Layout Coordination | 5. Media File Formats Conformation |
| 2. Database Management | 6. Prompt Engineering |
| 3. Media Asset and Metadata Management | 7. Reporting and Documentation |
| 4. Media Content Cataloguing | 8. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Graphic Designer**

Additional Skills:	Additional Certifications:
• Graphic Design • Visual Style Development • Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

2. Floor Manager

Additional Skills:	Additional Certifications:
• Production Operations • Inventory Management • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

3. Production Coordinator

Additional Skills:	Additional Certifications:
• Production Operations • Logistics Management • Location Planning and Coordination	N/A – no additional certifications are mandatory for this role

4. Ad Operations and Scheduling Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Integrated Advertising and Brand Placement • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

5. Analytics and Customer Insights Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

6. Casting Executive

Additional Skills:	Additional Certifications:
• Talent Casting • Script Comprehension and Interpretation • Contract Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A – no additional certifications are mandatory for this role

8. Content Researcher

Additional Skills:	Additional Certifications:
- Market Research and Analytics - Data Visualisation and Dashboard Development - Market Intelligence	N/A – no additional certifications are mandatory for this role

9. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A – no additional certifications are mandatory for this role

10. Foley Artist

Additional Skills:	Additional Certifications:
- Sound Design and Creation - Sound Recording Operations - Creative Execution	N/A – no additional certifications are mandatory for this role

11. Marketing Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Communications Channel Management - Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

12. Motion Graphic Designer

Additional Skills:	Additional Certifications:
- Motion Graphics - Visual Collaterals Production - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

14. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

15. Script Supervisor

Additional Skills:	Additional Certifications:
• Production Operations • Script Supervision • File Version Control and Management	N/A – no additional certifications are mandatory for this role

16. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

17. Subscription Analytics Executive

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Operations



Production



Technical



Sales and Advertising



Support

Cluster



Operations Support
(TV / Radio / Digital)

Job Purpose



Provides executive leadership over operational support functions to ensure broadcasting activities are delivered safely, reliably and efficiently across production, broadcast and digital environments. The role focuses on operational readiness, service performance and risk management, enabling content delivery while coordinating closely with regulatory, technical and production leadership.

Key Activities

1. Serve as the primary operational interface with executive leadership on readiness, capacity and delivery risks.
2. Provide strategic oversight of operations support functions, including facilities, logistics, media asset governance, HSE and security services.
3. Establish operational service frameworks, standards and KPIs to support production, broadcast and digital operations.
4. Oversee operational budgets, procurement and vendor performance to ensure service continuity and cost efficiency.
5. Manage operational risk, incident response and escalation in coordination with technical, production and regulatory stakeholders.

Prime Skills

- | | |
|--|--|
| 1. Budget Management and Cost Management | 10. people and Performance Management |
| 2. Business Environment Analytics | 11. Policy Implementation and Revision |
| 3. Business Process Management | 12. Resource Management |
| 4. Compliance Strategy Development | 13. Revenue Optimisation |
| 5. Cost-Benefit Analysis | 14. Risk Management |
| 6. Crisis Management | 15. Strategy Development and Implementation Management |
| 7. Financial Acumen | 16. Vendor Management |
| 8. Incident Management | 17. Workplace Safety and Health |
| 9. Operations Management | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Creative Services****Additional Skills:**

- Brand Guideline Development
- Marketing Campaign Management
- Marketing Communications Plan Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Head of Marketing**Additional Skills:**

- Marketing Campaign Management
- Communications Plan Development
- Media Strategy Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Media Asset Management (MAM) Manager



Production

Technical

Sales and Advertising

Support

Cluster

Operations Support
(TV / Radio / Digital)

Job Purpose



Leads the governance and operation of the organisation's Media Asset Management ecosystem, ensuring media assets are securely managed, discoverable, compliant and preserved across their lifecycle. The role drives effective use of MAM systems to support production, archive and multi-platform distribution.

Key Activities

1. Oversee end-to-end media asset lifecycle management, including ingestion, metadata governance, storage, retrieval and archiving.
2. Ensure effective adoption and use of MAM systems across production, post-production, broadcast and digital teams.
3. Monitor the transfer and storage of media files from production through to post-production and broadcast.
4. Define and enforce asset management policies, standards and workflows to support compliance with broadcast standards and operational efficiency.
5. Collaborate with IT and platform teams to maintain system performance, data integrity and security.
6. Lead audits and optimisation initiatives to manage storage utilisation and long-term asset preservation.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Business Environment Analytics | 7. People and Performance Management |
| 2. Compliance Review and Reporting | 8. Platform Knowledge and Deployment |
| 3. Database Management | 9. Policy Implementation and Revision |
| 4. Media Asset and Metadata Management | 10. Preventive Maintenance |
| 5. Media File Formats Conformation | 11. Reporting and Documentation |
| 6. Operations Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Specialist**

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

2. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

3. Head of Operations

Additional Skills:	Additional Certifications:
• Business Process Management • Compliance Strategy Development • Incident Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

4. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

5. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

6. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Media Asset Management (MAM) Coordinator



Production



Technical



Sales and Advertising



Support

Cluster

Operations Support
(TV / Radio / Digital)

Job Purpose



Provides operational support for the day-to-day management of media assets within the MAM system, ensuring accurate ingestion, metadata management and asset movement in line with defined standards and workflows.

Key Activities

1. Ingest, catalogue and classify media assets in accordance with metadata and naming standards.
2. Maintain accurate and up-to-date metadata records to support content discovery and reuse.
3. Support file transfers, storage verification and content delivery to internal teams and external partners.
4. Assist in resolving access, storage and asset integrity issues in coordination with IT support.
5. Conduct routine checks to ensure asset quality, completeness and data consistency.
6. Prepare asset usage, movement and inventory reports for management review.

Prime Skills

- | | |
|--|--|
| 1. Database Management | 5. Media File Formats Conformation |
| 2. File Version Control and Management | 6. Quality Assurance and Quality Control |
| 3. Media Asset and Metadata Management | 7. Reporting and Documentation |
| 4. Media Content Cataloguing | 8. Technical Support |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Executive**

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

2. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

3. Media Asset Management (MAM) Manager

Additional Skills:	Additional Certifications:
Compliance Review and Reporting	N/A - no additional certifications are mandatory for this role

4. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A - no additional certifications are mandatory for this role

5. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Health, Safety and Environment (HSE) Manager



Production



Technical



Sales and Advertising



Support

Cluster


Operations Support
(TV / Radio / Digital)

Job Purpose



Leads the implementation and enforcement of health, safety and environmental standards across broadcasting operations, including studios, offices, outside broadcasts and production environments. The role ensures a safe working environment while maintaining compliance with regulatory and industry safety requirements.

Key Activities

1. Develop, implement and maintain HSE policies, procedures and safety management systems.
2. Conduct organisation-wide and production-specific risk assessments, including high-risk activities.
3. Lead incident reporting, investigation and corrective action processes.
4. Coordinate safety planning with production and technical teams for studios, OBs and location shoots.
5. Oversee safety training, briefings, inspections and audits across operational environments.
6. Ensure all HSE documentation, permits and regulatory reporting requirements are completed and maintained.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Business Environment Analytics | 9. Production Operations |
| 2. Compliance Review and Reporting | 10. Regulatory Compliance |
| 3. Compliance Strategy Development | 11. Reporting and Documentation |
| 4. Crisis Management | 12. Risk Management |
| 5. Emergency Management | 13. Technical Inspection |
| 6. Operations Management | 14. Workplace Safety and Health |
| 7. People and Performance Management | 15. Workplace Safety and Incident Management |
| 8. Policy Implementation and Revision | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Specialist**

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A - no additional certifications are mandatory for this role

2. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A - no additional certifications are mandatory for this role

3. Head of Operations

Additional Skills:	Additional Certifications:
• Business Process Management • Incident Management • Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

4. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A - no additional certifications are mandatory for this role

5. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

6. SEO (Search Engine Optimisation) Specialist

Additional Skills:	Additional Certifications:
• Market Research and Analytics • Customer Behaviour Analysis • Search Engine Optimisation (SEO)	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Health Officer



Production



Technical



Sales and Advertising



Support

Cluster



Operations Support
(TV / Radio / Digital)

Job Purpose



Supports the implementation of health and safety practices across productions and operational environments by monitoring compliance, identifying hazards and promoting safe working behaviours on a day-to-day basis.

Key Activities

1. Conduct on-site safety inspections and monitoring during productions, broadcasts and operational activities.
2. Identify potential hazards and escalate risks to the HSE Manager and relevant supervisors.
3. Support incident reporting, investigations and follow-up corrective actions.
4. Assist with safety briefings, toolbox talks and awareness activities for production and technical teams.
5. Verify that safety measures, equipment and controls are in place and properly used.
6. Maintain safety records, checklists and inspection documentation.

Prime Skills

- | | |
|--------------------------------|---|
| 1. Reporting and Documentation | 3. Workplace Safety and Health |
| 2. Technical Inspection | 4. Workplace Safety and Incident Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Executive**

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

2. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

3. Health, Safety and Environment (HSE) Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Compliance Review and Reporting • Policy Implementation and Revision	N/A - no additional certifications are mandatory for this role

4. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A - no additional certifications are mandatory for this role

5. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

6. Security Officer

Additional Skills:	Additional Certifications:
• Access Control Management • Emergency Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Security Officer



Production

Technical

Sales and Advertising

Support

Cluster



Operations Support
(TV / Radio / Digital)

Job Purpose



Ensures the safety and security of personnel, facilities, equipment and media assets by monitoring access, enforcing security protocols and responding to security incidents across broadcasting operations.

Key Activities

1. Monitor and control access to studios, offices, OB sites and restricted operational areas.
2. Enforce security procedures to protect personnel, facilities, equipment and content assets.
3. Conduct routine security patrols and surveillance activities.
4. Respond to security incidents, breaches or emergencies and escalate as required.
5. Coordinate with production, facilities and external security services during events or high-risk activities.
6. Maintain security logs, incident reports and access records.

Prime Skills

1. Access Control Management
2. Emergency Management
3. Reporting and Documentation
4. Workplace Safety and Health
5. Workplace Safety and Incident Management

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Executive**

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A – no additional certifications are mandatory for this role

2. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A – no additional certifications are mandatory for this role

3. Health Officer

Additional Skills:	Additional Certifications:
Technical Inspection	N/A – no additional certifications are mandatory for this role

4. Health, Safety and Environment (HSE) Manager

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Compliance Review and Reporting • Policy Implementation and Revision	N/A – no additional certifications are mandatory for this role

5. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

6. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Executio	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Regulations



Production



Technical



Sales and Advertising



Support

Cluster


Regulatory, Governance and Compliance
(TV / Radio / Digital)

Job Purpose



Provides strategic leadership and organisational oversight for regulatory compliance across broadcasting operations, ensuring adherence to licensing conditions, content standards and statutory obligations. The role interprets regulatory frameworks, engages regulators and sets compliance governance to protect the organisation from legal, financial and reputational risk.

Key Activities

1. Lead organisational strategy for regulatory compliance across TV, Radio and Digital platforms.
2. Interpret broadcasting laws, licence conditions, content codes and regulatory directives, translating them into internal policies and controls.
3. Act as primary senior interface with regulators, authorities and industry bodies.
4. Establish regulatory governance frameworks, escalation protocols and compliance assurance mechanisms.
5. Advise executive leadership on regulatory risks, policy developments and impact on operations and content strategy.
6. Oversee regulatory reporting, audits and investigations, ensuring timely and accurate submissions.

Prime Skills

- | | |
|--------------------------------------|--|
| 1. Business Environment Analytics | 8. Media Law and Compliance |
| 2. Compliance Review and Reporting | 9. People and Performance Management |
| 3. Crisis Management | 10. Policy Implementation and Revision |
| 4. Ethics | 11. Regulatory Compliance |
| 5. Values and Legislation | 12. Reporting and Documentation |
| 6. Knowledge of Legal and Compliance | 13. Risk Management |
| 7. Legal and Regulatory Research | 14. Strategy Development and Implementation Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Creative Services**

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

2. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Regulations Manager



Production

Technical

Sales and Advertising

Support

Cluster


Regulatory, Governance and Compliance
(TV / Radio / Digital)

Job Purpose



Manages the implementation of regulatory compliance frameworks across broadcasting operations, ensuring day-to-day adherence to licence conditions, content codes and statutory requirements. The role operationalises regulatory obligations and supports business units in meeting compliance expectations.

Key Activities

1. Implement and manage regulatory compliance processes across production, broadcast and digital teams.
2. Interpret regulatory requirements and provide practical guidance to operational and content teams.
3. Monitor compliance with licence conditions, content standards and operational obligations.
4. Coordinate regulatory submissions, audits, inspections and responses to regulator queries.
5. Support internal investigations, incident reviews and remediation actions.
6. Maintain regulatory documentation, registers and compliance records.

Prime Skills

- | | |
|--------------------------------------|--|
| 1. Business Environment Analytics | 9. Media Law and Compliance |
| 2. Compliance Review and Reporting | 10. Operations Management |
| 3. Database Management | 11. People and Performance Management |
| 4. Ethics | 12. Policy Implementation and Revision |
| 5. Values and Legislation | 13. Regulatory Compliance |
| 6. Incident Management | 14. Reporting and Documentation |
| 7. Knowledge of Legal and Compliance | 15. Risk Management |
| 8. Legal and Regulatory Research | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Specialist**

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

2. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

3. Head of Regulations

Additional Skills:	Additional Certifications:
• Crisis Management • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

4. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

5. Rights and Licensing Manager

Additional Skills:	Additional Certifications:
• Contract Management • Rights and Licensing Management	N/A – no additional certifications are mandatory for this role

6. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Regulations Executive



Production



Technical



Sales and Advertising



Support

Cluster

Regulatory, Governance and Compliance
(TV / Radio / Digital)

Job Purpose



Provides operational support for regulatory compliance activities by monitoring requirements, maintaining records and assisting with reporting and coordination across teams.

Key Activities

1. Track regulatory obligations, licence conditions and reporting deadlines.
2. Maintain regulatory registers, compliance logs and documentation.
3. Support preparation of regulatory reports, filings and submissions.
4. Coordinate information requests between regulators and internal stakeholders.
5. Assist with compliance checks, audits and issue tracking.
6. Escalate potential compliance gaps or risks to management.

Prime Skills

- | | |
|--------------------------------------|--------------------------------|
| 1. Compliance Review and Reporting | 5. Media Law and Compliance |
| 2. Database Management | 6. Regulatory Compliance |
| 3. Incident Management | 7. Reporting and Documentation |
| 4. Knowledge of Legal and Compliance | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Executive**

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A - no additional certifications are mandatory for this role

2. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A - no additional certifications are mandatory for this role

3. Regulations Manager

Additional Skills:	Additional Certifications:
- Ethics - Values and Legislation - Legal and Regulatory Research - Policy Implementation and Revision	N/A - no additional certifications are mandatory for this role

4. Rights and Licensing Executive

Additional Skills:	Additional Certifications:
- Content Compliance Review - Contract Management - Rights and Licensing Management	N/A - no additional certifications are mandatory for this role

5. Sales Executive

Additional Skills:	Additional Certifications:
- Customer Management - Market Intelligence - Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head Of Anti-Piracy And IP Protection



Production



Technical



Sales and Advertising



Support

Cluster


Regulatory, Governance and Compliance
(TV / Radio / Digital)

Job Purpose



Leads the organisation's strategy to protect content, intellectual property and revenues from piracy, unauthorised distribution and infringement across broadcast and digital platforms. The role sets enforcement priorities, partnerships and governance to safeguard content assets and commercial value.

Key Activities

1. Define and lead enterprise-wide anti-piracy and IP protection strategy.
2. Establish enforcement frameworks covering broadcast signal theft, OTT piracy, illegal streaming and unauthorised redistribution.
3. Lead engagement with regulators, law enforcement agencies, industry coalitions and platform providers.
4. Oversee legal, technical and operational anti-piracy initiatives and escalation protocols.
5. Monitor emerging piracy threats, technologies and market trends.
6. Report on piracy impact, enforcement outcomes and risk exposure to executive leadership.

Prime Skills

- | | |
|--------------------------------------|--|
| 1. Business Environment Analytics | 8. Operations Management |
| 2. Compliance Strategy Development | 9. People and Performance Management |
| 3. Incident Management | 10. Policy Implementation and Revision |
| 4. Knowledge of Legal and Compliance | 11. Regulatory Compliance |
| 5. Legal and Regulatory Research | 12. Reporting and Documentation |
| 6. Market Intelligence | 13. Risk Management |
| 7. Media Law and Compliance | 14. Strategy Development and Implementation Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Creative Services**

Additional Skills:	Additional Certifications:
• Brand Guideline Development • Marketing Campaign Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

2. Head of Marketing

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Plan Development • Media Strategy Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Content Protection Manager



Production

Technical

Sales and Advertising

Support

Cluster

Regulatory, Governance and Compliance
(TV / Radio / Digital)

Job Purpose



Manages the execution of content protection and anti-piracy initiatives, coordinating technical controls, monitoring activities and enforcement actions to prevent unauthorised access, distribution and misuse of content.

Key Activities

1. Implement content protection measures across broadcast and digital distribution workflows.
2. Coordinate monitoring of piracy activity, including illegal streams, downloads and signal theft.
3. Manage takedown processes, notices and enforcement actions with platforms and partners.
4. Work with legal, technical and operations teams to align protection measures with business needs.
5. Analyse piracy data and trends to inform enforcement priorities.
6. Maintain records of incidents, actions and outcomes for reporting and review.

Prime Skills

- | | |
|--------------------------------------|---------------------------------------|
| 1. Business Environment Analytics | 8. Media Law and Compliance |
| 2. Business Intelligence | 9. Operations Management |
| 3. Compliance Review and Reporting | 10. People and Performance Management |
| 4. Database Management | 11. Regulatory Compliance |
| 5. Incident Management | 12. Reporting and Documentation |
| 6. Knowledge of Legal and Compliance | 13. Risk Management |
| 7. Legal and Regulatory Research | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Specialist**

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A - no additional certifications are mandatory for this role

2. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A - no additional certifications are mandatory for this role

3. Head Of Anti-Piracy And IP Protection

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Policy Implementation and Revision • Policy Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

4. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Process Management • Financial Planning and Analysis • Revenue Optimisation	N/A - no additional certifications are mandatory for this role

5. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Content Protection Engineer



Production



Technical



Sales and Advertising



Support

Cluster


Regulatory, Governance and Compliance
(TV / Radio / Digital)

Job Purpose



Provides technical support for content protection and anti-piracy systems by implementing, monitoring and maintaining tools that secure content across broadcast and digital platforms.

Key Activities

1. Implement and maintain technical protection measures such as watermarking, fingerprinting, DRM and monitoring tools.
2. Support detection and analysis of unauthorised content distribution and piracy incidents.
3. Assist with system configuration, testing and performance monitoring of protection technologies.
4. Coordinate with platform, broadcast and IT teams to ensure protection controls function as intended.
5. Support technical investigations related to piracy or content breaches.
6. Maintain technical documentation and incident logs.

Prime Skills

- | | |
|--------------------------------------|--------------------------------|
| 1. Equipment Management | 5. Preventive Maintenance |
| 2. Incident Management | 6. Reporting and Documentation |
| 3. Knowledge of Legal and Compliance | 7. Technical Inspection |
| 4. Platform Knowledge and Deployment | 8. Technical Support |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Executive**

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

2. Content Protection Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Media Law and Compliance • Risk Management	N/A - no additional certifications are mandatory for this role

3. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

4. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Rights and Licensing Manager



Production

Technical

Sales and Advertising

Support

Cluster


Regulatory, Governance and Compliance
(TV / Radio / Digital)

Job Purpose



Leads the acquisition, management, and optimisation of content rights across TV, Radio and Digital platforms, ensuring all usage is legally compliant, commercially optimised and operationally aligned.

Key Activities

1. Lead negotiation, acquisition, renewal and termination of content rights and licenses.
2. Interpret and operationalise complex rights terms across linear, catch-up, OTT, social and archive use.
3. Oversee rights databases, ensuring accuracy of windows, territories, platforms and usage restrictions.
4. Collaborate with Legal, Scheduling, MAM and Content teams to ensure rights availability prior to distribution.
5. Identify syndication, sub-licensing and secondary exploitation opportunities.
6. Manage rights risk, including expiries, overuse and compliance gaps.
7. Guide content acquisition strategy through rights feasibility and value assessment.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Business Environment Analytics | 8. Market Intelligence |
| 2. Business Opportunities Development | 9. Media Law and Compliance |
| 3. Compliance Review and Reporting | 10. People and Performance Management |
| 4. Content Scheduling and Playout Coordination | 11. Regulatory Compliance |
| 5. Contract Management | 12. Reporting and Documentation |
| 6. Database Management | 13. Rights and Licensing Management |
| 7. Knowledge of Legal and Compliance | 14. Risk Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Specialist**

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A - no additional certifications are mandatory for this role

2. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A - no additional certifications are mandatory for this role

3. Head Of Anti-Piracy And IP Protection

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Operations Management • Policy Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

4. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A - no additional certifications are mandatory for this role

5. Regulations Manager

Additional Skills:	Additional Certifications:
• Ethics • Values and Legislation • Incident Management • Legal and Regulatory Research	N/A - no additional certifications are mandatory for this role

6. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Rights and Licensing Executive



Production



Technical



Sales and Advertising



Support

Cluster

Regulatory, Governance and Compliance
(TV / Radio / Digital)

Job Purpose



Provides operational support to ensure accurate tracking, documentation and compliance of content rights across platforms.

Key Activities

1. Maintain and update rights metadata, contracts and usage records.
2. Track rights windows, expirations and delivery obligations.
3. Coordinate rights checks with scheduling, digital and content teams.
4. Prepare reports on rights utilisation and compliance.
5. Support audits and renewal workflows.

Prime Skills

- | | |
|---|--|
| 1. Content Compliance Review | 5. Knowledge of Legal and Compliance |
| 2. Content Scheduling and Layout Coordination | 6. Media Asset and Metadata Management |
| 3. Contract Management | 7. Reporting and Documentation |
| 4. Database Management | 8. Rights and Licensing Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Executive**

Additional Skills:	Additional Certifications:
• Community Engagement • Customer Management • Market Intelligence	N/A - no additional certifications are mandatory for this role

2. Creative Content Executive

Additional Skills:	Additional Certifications:
• Graphic Design • Creative Execution • Concept Creation	N/A - no additional certifications are mandatory for this role

3. Regulations Executive

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Incident Management • Media Law and Compliance • Regulatory Compliance	N/A - no additional certifications are mandatory for this role

4. Rights and Licensing Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Media Law and Compliance • Regulatory Compliance	N/A - no additional certifications are mandatory for this role

5. Sales Executive

Additional Skills:	Additional Certifications:
• Customer Management • Market Intelligence • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Content Services and Compliance



Production

Technical

Sales and Advertising

Support

Cluster



Content Services
(TV / Radio / Digital)

Job Purpose



Provides strategic leadership over content assurance functions to ensure all content prepared for broadcast and digital distribution meets regulatory, editorial, technical and platform standards. The role establishes governance, risk controls and operating frameworks that enable compliant, high-quality content delivery across platforms.

Key Activities

1. Set content compliance and assurance strategy across TV, Radio and Digital platforms.
2. Establish governance frameworks, policies and escalation protocols for content compliance, quality assurance and localisation.
3. Oversee content risk management, including regulatory exposure, quality failures and distribution readiness issues.
4. Act as senior interface with regulatory, legal, operations and platform leadership on content assurance matters.
5. Oversee audits, incident reviews and remediation actions related to content compliance and quality.
6. Report content assurance risks, trends and performance to executive leadership.

Prime Skills

1. Business Environment Analytics
2. Business Process Management
3. Compliance Review and Reporting
4. Compliance Strategy Development
5. Content Compliance Review
6. Ethics
7. Values and Legislation
8. Incident Management
9. Knowledge of Legal and Compliance
10. Media Law and Compliance
11. People and Performance Management
12. Policy Implementation and Revision
13. Quality Assurance and Quality Control
14. Regulatory Compliance
15. Reporting and Documentation
16. Risk Management
17. Strategy Development and Implementation Management

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Head of Creative Services****Additional Skills:**

- Brand Guideline Development
- Marketing Campaign Management
- Marketing Communications Plan Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Head of Marketing**Additional Skills:**

- Marketing Campaign Management
- Communications Plan Development
- Media Strategy Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Content Compliance Manager



Production



Technical



Sales and Advertising



Support

Cluster

Content Services
(TV / Radio / Digital)

Job Purpose



Manages the implementation of content compliance processes to ensure all content adheres to applicable regulations, editorial standards and platform requirements prior to distribution.

Key Activities

1. Implement content compliance frameworks aligned to regulatory codes and organisational policies.
2. Review content against broadcast standards, classification rules and platform-specific requirements.
3. Advise content, production and scheduling teams on compliance requirements and risk mitigation.
4. Manage content incidents, breaches or complaints and coordinate corrective actions.
5. Maintain content compliance documentation, logs and reporting records.
6. Support regulatory reviews, audits and investigations related to content matters.

Prime Skills

- | | |
|------------------------------------|---|
| 1. Business Environment Analytics | 8. Media Law and Compliance |
| 2. Compliance Review and Reporting | 9. People and Performance Management |
| 3. Content Compliance Review | 10. Policy Implementation and Revision |
| 4. Database Management | 11. Quality Assurance and Quality Control |
| 5. Ethics | 12. Regulatory Compliance |
| 6. Values and Legislation | 13. Reporting and Documentation |
| 7. Incident Management | 14. Risk Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Specialist**

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

2. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
• Language and Localisation Proficiency • Production Content Writing and Editing • Rules-Based Copy Editing	N/A – no additional certifications are mandatory for this role

3. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A – no additional certifications are mandatory for this role

4. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Strategy Development and Implementation Management	N/A – no additional certifications are mandatory for this role

5. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A – no additional certifications are mandatory for this role

6. Quality Assurance Manager

Additional Skills:	Additional Certifications:
• Media File Formats Conformation • Operations Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Content Compliance Executive



Production



Technical



Sales and Advertising



Support

Cluster

Content Services
(TV / Radio / Digital)

Job Purpose



Provides operational support for content compliance activities by conducting content checks, maintaining records and coordinating compliance workflows.

Key Activities

1. Perform content compliance checks in line with defined standards and guidelines.
2. Document compliance decisions, edits, restrictions and approvals.
3. Track content issues, escalations and remediation actions.
4. Coordinate with content, scheduling and platform teams on compliance requirements.
5. Prepare compliance reports and support audits or reviews.
6. Escalate potential compliance risks to management.

Prime Skills

- | | |
|------------------------------------|--------------------------------|
| 1. Compliance Review and Reporting | 4. Media Law and Compliance |
| 2. Content Compliance Review | 5. Reporting and Documentation |
| 3. Incident Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A - no additional certifications are mandatory for this role

2. Content Compliance Manager

Additional Skills:	Additional Certifications:
- Regulatory Compliance - Quality Assurance and Quality Control - Risk Management	N/A - no additional certifications are mandatory for this role

3. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
- Audio-to-Text Transcription - Language and Localisation Proficiency - Subtitle Timing and Syncing	N/A - no additional certifications are mandatory for this role

4. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A - no additional certifications are mandatory for this role

5. Graphic Designer

Additional Skills:	Additional Certifications:
- Creative Execution - Graphic Design - Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

6. Marketing Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Communications Channel Management - Marketing Communications Plan Development	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

8. Quality Assurance Executive

Additional Skills:	Additional Certifications:
Subtitle Timing and Syncing	N/A – no additional certifications are mandatory for this role

9. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Quality Assurance Manager



Production

Technical

Sales and Advertising

Support

Cluster

Content Services
(TV / Radio / Digital)

Job Purpose



Leads quality assurance processes to ensure content assets meet technical, editorial and platform-specific quality standards prior to broadcast or digital release.

Key Activities

1. Define and maintain QA standards for audio, video, metadata and deliverables across platforms.
2. Oversee QA workflows for broadcast and digital content readiness.
3. Manage QA teams, schedules and workload prioritisation.
4. Coordinate resolution of quality issues with post-production, platform and operations teams.
5. Monitor quality performance trends and drive continuous improvement initiatives.
6. Ensure QA documentation, checks and sign-offs are completed prior to release.

Prime Skills

- | | |
|---------------------------------------|--|
| 1. Compliance Review and Reporting | 6. Process Optimisation |
| 2. Media File Formats Conformation | 7. Quality Assurance and Quality Control |
| 3. Operations Management | 8. Reporting and Documentation |
| 4. People and Performance Management | 9. Resource Management |
| 5. Policy Implementation and Revision | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Specialist**

Additional Skills:	Additional Certifications:
- Community Engagement - Communications Channel Management - Customer Experience Management	N/A - no additional certifications are mandatory for this role

2. Content Compliance Manager

Additional Skills:	Additional Certifications:
- Content Compliance Review - Media Law and Compliance - Risk Management	N/A - no additional certifications are mandatory for this role

3. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
- Language and Localisation Proficiency - Production Content Writing and Editing - Rules-Based Copy Editing	N/A - no additional certifications are mandatory for this role

4. Creative Content Manager

Additional Skills:	Additional Certifications:
- Concept Creation - Creative Execution - Marketing Campaign Management	N/A - no additional certifications are mandatory for this role

5. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
- Compliance Strategy Development - Regulatory Compliance - Strategy Development and Implementation Management	N/A - no additional certifications are mandatory for this role

6. Integrated Strategist

Additional Skills:	Additional Certifications:
- Business Intelligence - Business Process Management - Financial Planning and Analysis	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Post-Production Producer

Additional Skills:	Additional Certifications:
• Production Operations • Project Management • Content Compliance Review	N/A - no additional certifications are mandatory for this role

8. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Quality Assurance Executive



Production

Technical

Sales and Advertising

Support

Cluster

Content Services
(TV / Radio / Digital)

Job Purpose



Conducts hands-on quality checks of content assets to ensure technical accuracy, completeness and readiness for distribution.

Key Activities

1. Perform quality checks on audio, video, subtitles, metadata and deliverables.
2. Identify and document quality defects or inconsistencies.
3. Verify content meets platform, format and delivery specifications.
4. Coordinate rework and corrections with relevant teams.
5. Maintain QA logs, checklists and sign-off records.
6. Support release readiness and distribution timelines.

Prime Skills

- | | |
|--|--------------------------------|
| 1. Media File Formats Conformation | 3. Reporting and Documentation |
| 2. Quality Assurance and Quality Control | 4. Subtitle Timing and Syncing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A – no additional certifications are mandatory for this role

2. Content Compliance Executive

Additional Skills:	Additional Certifications:
- Compliance Review and Reporting - Content Compliance Review - Media Law and Compliance	N/A – no additional certifications are mandatory for this role

3. Content Translation and Subtitling Executive

Additional Skills:	Additional Certifications:
- Audio-to-Text Transcription - Language and Localisation Proficiency	N/A – no additional certifications are mandatory for this role

4. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A – no additional certifications are mandatory for this role

5. Graphic Designer

Additional Skills:	Additional Certifications:
- Creative Execution - Graphic Design - Visual Design and Communication Principles	N/A – no additional certifications are mandatory for this role

6. Marketing Executive

Additional Skills:	Additional Certifications:
- Marketing Campaign Management - Communications Channel Management - Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

8. Quality Assurance Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Operations Management • Policy Implementation and Revision	N/A – no additional certifications are mandatory for this role

9. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Content Translation and Subtitling Editor



Production



Technical



Sales and Advertising



Support

Cluster


Content Services
(TV / Digital)

Job Purpose



Leads the linguistic and editorial quality of subtitles and captions by producing, reviewing and approving translated content to ensure accuracy, cultural integrity and accessibility across languages and platforms.

Key Activities

1. Translate and adapt dialogue, ensuring meaning, tone and cultural context are preserved.
2. Define subtitle language standards, terminology and style guides.
3. Review, edit and approve subtitle and caption outputs produced by internal teams or vendors.
4. Resolve complex linguistic, cultural or contextual issues.
5. Collaborate with post-production and content teams to ensure subtitles align with final edits.
6. Sign off subtitles and captions prior to distribution.

Prime Skills

- | | |
|--|---|
| 1. Business Environment Analytics | 5. People and Performance Management |
| 2. Cultural Awareness and Sensitivity | 6. Production Content Writing and Editing |
| 3. Language and Localisation Proficiency | 7. Quality Assurance and Quality Control |
| 4. Media File Formats Conformation | 8. Rules-Based Copy Editing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Community Development Specialist**

Additional Skills:	Additional Certifications:
• Community Engagement • Communications Channel Management • Customer Experience Management	N/A - no additional certifications are mandatory for this role

2. Content Compliance Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Content Compliance Review • Media Law and Compliance	N/A - no additional certifications are mandatory for this role

3. Creative Content Manager

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Execution • Marketing Campaign Management	N/A - no additional certifications are mandatory for this role

4. Head of Content Services and Compliance

Additional Skills:	Additional Certifications:
• Compliance Strategy Development • Policy Implementation and Revision • Regulatory Compliance	N/A - no additional certifications are mandatory for this role

5. Integrated Strategist

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Process Management • Financial Planning and Analysis	N/A - no additional certifications are mandatory for this role

6. Quality Assurance Manager

Additional Skills:	Additional Certifications:
• Compliance Review and Reporting • Operations Management • Policy Implementation and Revision	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Sales Manager

Additional Skills:	Additional Certifications:
• Account Management • Customer Acquisition and Retention Management • Sales Strategy and Execution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Content Translation and Subtitling Executive



Production



Technical



Sales and Advertising



Support

Cluster

Content Services
(TV / Digital)

Job Purpose



Provides production and formatting support for subtitling and localisation workflows by preparing subtitle files and applying timing, formatting and accessibility standards under the direction of the Subtitling Editor.

Key Activities

1. Prepare subtitle and caption files based on approved translations and editorial guidance.
2. Apply timing, formatting and platform-specific subtitle specifications.
3. Implement edits and corrections as instructed by the Subtitling Editor.
4. Conduct basic checks for synchronisation, formatting and completeness.
5. Support versioning and delivery of subtitle files across platforms and markets.
6. Maintain localisation files, records and delivery documentation.

Prime Skills

- | | |
|--|--|
| 1. Audio-to-Text Transcription | 5. Media File Formats Conformation |
| 2. Database Management | 6. Quality Assurance and Quality Control |
| 3. File Version Control and Management | 7. Reporting and Documentation |
| 4. Language and Localisation Proficiency | 8. Subtitle Timing and Syncing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Community Development Executive

Additional Skills:	Additional Certifications:
- Community Engagement - Customer Management - Market Intelligence	N/A - no additional certifications are mandatory for this role

2. Composer

Additional Skills:	Additional Certifications:
2D Animation 3D Animation - Digital Lighting - Visual Style Developmen	N/A - no additional certifications are mandatory for this role

3. Content Compliance Executive

Additional Skills:	Additional Certifications:
- Compliance Review and Reporting - Content Compliance Review - Media Law and Compliance	N/A - no additional certifications are mandatory for this role

4. Content Translation and Subtitling Editor

Additional Skills:	Additional Certifications:
- Production Content Writing and Editing - Rules-Based Copy Editing	N/A - no additional certifications are mandatory for this role

5. Creative Content Executive

Additional Skills:	Additional Certifications:
- Graphic Design - Creative Execution - Concept Creation	N/A - no additional certifications are mandatory for this role

6. Graphic Designer

Additional Skills:	Additional Certifications:
- Creative Execution - Graphic Design - Visual Design and Communication Principles	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Marketing Executive

Additional Skills:	Additional Certifications:
• Marketing Campaign Management • Communications Channel Management • Marketing Communications Plan Development	N/A – no additional certifications are mandatory for this role

8. Promotion Producer

Additional Skills:	Additional Certifications:
• Concept Creation • Creative Storytelling • Brand Guideline Development	N/A – no additional certifications are mandatory for this role

9. Quality Assurance Executive

Additional Skills:	Additional Certifications:
• Audio-to-Text Transcription • Subtitle Timing and Syncing • Language Localisation and Proficiency	N/A – no additional certifications are mandatory for this role

10. Social Media Executive

Additional Skills:	Additional Certifications:
• Community Engagement • Social Media Management • Social Media Marketing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

POSTAL AND COURIER

Area Manager (Collection)				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster		Collection (Drop-Off and Pick Up)		
Job Purpose		Ensure service excellence and operational efficiency by leading and optimising collection operations across multiple branches to meet network performance targets.		
Key Activities				
1. Oversee daily collection and pickup operations across assigned branches or service areas to meet network performance targets. 2. Lead and coach branch supervisors and collection teams to ensure service quality, compliance, and operational efficiency. 3. Monitor key metrics such as pickup success rate, turnaround time, and customer satisfaction, taking corrective action where needed. 4. Coordinate resource planning, including route optimisation, manpower allocation, and vehicle availability. 5. Liaise with regional operations and headquarters to implement process improvements, manage escalations, and support network expansion.				
Prime Skills				
1. Organisational Change Management		9. RCA and Corrective Action		
2. Continuous Improvement		10. Resource Management		
3. Transportation Management		11. Route Planning and Optimisation		
4. Distribution Planning		12. Service Level Management		
5. Operations Management		13. Service Quality Management		
6. People and Performance Management		14. Inclement Weather Operations and Planning		
7. Problem Identification and Solving		15. Portfolio Management		
8. Process Optimisation				

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Area Manager (Delivery)****Additional Skills:**

N/A – no additional skills are required for this career mobility option

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Branch Manager (Collection)


First Mile

Middle Mile

Last Mile

Data, Digital
and Operations
Management

Support

Cluster


Collection (Drop-Off and Pick Up)

Job Purpose


Owns branch-level collection operations by leading frontline teams and ensuring reliable, compliant drop-off and pick-up performance.

Key Activities

1. Own end-to-end collection operations for the branch, ensuring drop-off and pick-up activities meet service, quality, and compliance standards.
2. Lead and manage branch supervisors and frontline teams, overseeing staffing, performance management, discipline, and capability development.
3. Monitor branch-level KPIs (e.g. pickup success rate, turnaround time, customer complaints), identify root causes, and drive corrective actions.
4. Ensure adherence to operational procedures, safety requirements, and cash and parcel handling controls, escalating risks and incidents where required.
5. Coordinate with Area Managers and support functions to implement operational improvements, manage exceptions, and respond to demand fluctuations.

Prime Skills

- | | |
|---|---|
| 1. Complaint Handling and Conflict Resolution | 8. Problem Identification and Solving |
| 2. Continuous Improvement | 9. Process Optimisation |
| 3. Customer Experience Management | 10. RCA and Corrective Action |
| 4. Transportation Management | 11. Route Planning and Optimisation |
| 5. Invoice Processing | 12. Service Level Management |
| 6. Operations Management | 13. Service Quality Management |
| 7. People and Performance Management | 14. Workplace Safety and Health Incident Management |

Certification(s)

OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS**1. Area Manager (Collection)**

Additional Skills:	Additional Certifications:
• Inclement Weather Operations and Planning • Portfolio Management • Resource Management	N/A – no additional certifications are mandatory for this role

2. Warehouse Manager

Additional Skills:	Additional Certifications:
• Vendor Management • Site Access Coordination • Warehouse Facility Management	N/A – no additional certifications are mandatory for this role

3. Branch Manager (Delivery)

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

4. Hub Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Facility and Space Management • Quality Assurance and Quality Control	Dangerous Goods Handling Certification

5. Transport Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Fleet Management • Resource Management	Dangerous Goods Handling Certification

6. Control Tower Manager

Additional Skills:	Additional Certifications:
• Business Intelligence • Reporting and Documentation • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Operations Manager

Additional Skills:	Additional Certifications:
• Resource Management • Project Management • Demand and Supply Analysis	N/A – no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
• Service Excellence • Business Intelligence • Business Environment Analytics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Branch Supervisor (Collection)



First Mile

Middle Mile

Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Collection (Drop-Off and Pick Up)

Job Purpose



Oversee daily branch operations and staff to ensure accurate processing, routing, and delivery performance in line with service and compliance standards.

Key Activities

1. Oversee day-to-day branch operations, including parcel and cash processing, routing, and distribution efficiency.
2. Monitor transportation routes and resolve operational issues to ensure timely and accurate deliveries.
3. Supervise and train branch staff, manage scheduling, and ensure adequate resource allocation for smooth operations.
4. Review daily, weekly, and monthly performance reports; analyse issues and implement improvements in productivity and service quality.
5. Manage branch financial records, including daily earnings summaries and system checks, to ensure accuracy and compliance.
6. Maintain effective communication with customers and internal teams, ensuring all client data and instructions are accurately recorded.
7. Support assigned projects or initiatives from management to strengthen branch performance and service standards.

Prime Skills

- | | |
|---|---|
| 1. Complaint Handling and Conflict Resolution | 7. Operations Management |
| 2. Continuous Improvement | 8. Problem Identification and Solving |
| 3. Customer Experience Management | 9. RCA and Corrective Action |
| 4. Transportation Management | 10. Reporting and Documentation |
| 5. Documentation Management and Control | 11. Service Quality Management |
| 6. Invoice Processing | 12. Workplace Safety and Health Incident Management |

Certification(s)

OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS

1. Branch Manager (Collection)

Additional Skills:	Additional Certifications:
• People and Performance Management • Route Planning and Optimisation • Service Level Management	N/A – no additional certifications are mandatory for this role

2. Warehouse Supervisor

Additional Skills:	Additional Certifications:
• People and Performance Management • Quality Assurance and Quality Control • Warehouse Facility Management	N/A – no additional certifications are mandatory for this role

3. Delivery Team Leader

Additional Skills:	Additional Certifications:
• People and Performance Management • Route Planning and Optimisation • Distribution Planning	N/A – no additional certifications are mandatory for this role

4. Branch Supervisor (Delivery)

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

5. Hub Supervisor

Additional Skills:	Additional Certifications:
• Process Optimisation • Quality Assurance and Quality Control • Packaging Process	Dangerous Goods Handling Certification

6. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Quality Assurance and Quality Control • Service Level Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Workplace Safety and Health • Process Optimisation • Vendor Management	Dangerous Goods Handling Certification

8. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Parcel Receipt and Inspection • Policy Implementation and Revision	Dangerous Goods Handling Certification

9. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Data Visualisation and Storytelling • Forecasting • Resource Management	N/A - no additional certifications are mandatory for this role

10. Logistics Planner

Additional Skills:	Additional Certifications:
• Distribution Planning • Route Planning and Optimisation • Demand and Supply Analysis	N/A - no additional certifications are mandatory for this role

11. Operations Research Specialist

Additional Skills:	Additional Certifications:
• Big Data Analytics • Process Optimisation • Supply Chain Management	N/A - no additional certifications are mandatory for this role

12. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Service Excellence • Business Environment Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Collection Personnel				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster	Collection (Drop-Off and Pick Up)			
Job Purpose	Execute timely and accurate pickup of items along assigned routes while ensuring proper scanning, secure handling, and compliance with safety and process guidelines.			
Key Activities				
1. Collect items from designated locations according to a fixed schedule. 2. Follow assigned routes efficiently to ensure timely collection and delivery of items. 3. Scan and log items upon pickup using handheld devices or mobile scanners. 4. Inspect items for visible damage and ensure secure handling during collection and transit. 5. Communicate with clients regarding pickup instructions, updates, or exceptions. 6. Report volumes and any exceptions to processing centers, while adhering to company policies and safety guidelines.				
Prime Skills				
1. Complaint Handling and Conflict Resolution		4. Parcel Receipt and Inspection		
2. Defensive Riding and Driving		5. Reporting and Documentation		
3. Equipment Operation		6. Service Excellence		
Certification(s)				
N/A - no certifications are mandatory for this role				

CAREER MOBILITY OPTIONS**1. Counter Service Clerk**

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Invoice Processing • Customer Management	N/A – no additional certifications are mandatory for this role

2. Operations Assistant

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Parcel Handling and Dispatch	N/A – no additional certifications are mandatory for this role

3. Forklift Operator

Additional Skills:	Additional Certifications:
• Preventive Maintenance • Warehouse and Cargo OHS Management	Forklift Operator Certification

4. Fulfillment Operator

Additional Skills:	Additional Certifications:
• Order Fulfillment Administration • Quality Assurance and Quality Control • Service Quality Management	N/A – no additional certifications are mandatory for this role

5. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Database Management • Inventory Management and Control • Warehouse Performance Measurement	N/A – no additional certifications are mandatory for this role

6. Postman

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Delivery Rider/Driver

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

8. Delivery Agent (Contract/Freelance)

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

9. Branch Administration Clerk

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Invoice Processing • Customer Management	N/A – no additional certifications are mandatory for this role

10. Hub Operator

Additional Skills:	Additional Certifications:
• Distribution Planning • Parcel Handling and Dispatch • Quality Assurance and Quality Control	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

11. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Operations Management • Load Distribution Analysis	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

12. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Operations Management • Parcel Handling and Dispatch • Transportation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Linehaul Driver

Additional Skills:	Additional Certifications:
• Preventive Maintenance • Load Distribution Analysis • Service Level Management	N/A – no additional certifications are mandatory for this role

14. Transport Executive

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Transport Management System (TMS) Administration • Resource Management	N/A – no additional certifications are mandatory for this role

15. International Operations Administrator

Additional Skills:	Additional Certifications:
• Documentation Management and Control • International Trade Legislation Compliance • Operations Management	Dangerous Goods Handling Certification

16. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Operations Management • Quality Assurance and Quality Control • Transportation Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

17. Forklift Operator

Additional Skills:	Additional Certifications:
• Equipment Operation • Warehouse Maintenance and Housekeeping • Warehouse and Cargo OHS Management	Forklift Operator Certification

18. Control Tower Executive

Additional Skills:	Additional Certifications:
• Data Wrangling • Problem Identification and Solving • Transport Management System (TMS) Administration	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Executive

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Service Excellence • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Counter Service Clerk



First Mile

Middle Mile

Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Collection (Drop-Off and Pick Up)

Job Purpose



Provide front-line customer service and accurate transaction processing to support smooth parcel drop-offs, pick-ups, and branch operations.

Key Activities

1. Serve as the first point of contact for customers at the branch, assisting with parcel drop-offs, pick-ups, and inquiries.
2. Process transactions accurately, including payments, COD collection, and issuing receipts or shipment documentation.
3. Receive, weigh, and label parcels or letters, and update system records to ensure proper tracking.
4. Maintain accurate records of customer and transaction data, reconciling cash or COD collections daily.
5. Provide information on services, rates, and delivery timelines, resolving routine customer issues or escalating when necessary.
6. Support branch operations with clerical tasks, reporting, and inventory management for forms, labels, or stamps.
7. Adhere to company policies, standard operating procedures, and safety or security guidelines at all times.

Prime Skills

- | | |
|---|---------------------------------|
| 1. Cargo Tracking System Administration | 7. Parcel Handling and Dispatch |
| 2. Complaint Handling and Conflict Resolution | 8. Product Advisory |
| 3. Customer Management | 9. Reporting and Documentation |
| 4. Invoice Processing | 10. Retail Administration |
| 5. Packaging Process | 11. Service Excellence |
| 6. Parcel Receipt and Inspection | 12. Workplace Safety and Health |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Collection Personnel

Additional Skills:	Additional Certifications:
- Equipment Operation - Defensive Riding and Driving	N/A - no additional certifications are mandatory for this role

2. Operations Assistant

Additional Skills:	Additional Certifications:
Equipment Operation	N/A - no additional certifications are mandatory for this role

3. Fulfillment Operator

Additional Skills:	Additional Certifications:
- Order Fulfillment Administration - Quality Assurance and Quality Control - Service Quality Management	N/A - no additional certifications are mandatory for this role

4. Warehouse Coordinator

Additional Skills:	Additional Certifications:
- Warehouse Performance Management - Inventory Management and Control - Waste Management	N/A - no additional certifications are mandatory for this role

5. Warehouse Coordinator

Additional Skills:	Additional Certifications:
- Database Management - Inventory Management and Control - Warehouse Performance Measurement	N/A - no additional certifications are mandatory for this role

6. Branch Administration Clerk

Additional Skills:	Additional Certifications:
N/A - no additional skills are required for this career mobility option	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Hub Operator

Additional Skills:	Additional Certifications:
• Distribution Planning • Load Distribution Analysis • Quality Assurance and Quality Control	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

8. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Operations Management • Load Distribution Analysis	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

9. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Operations Management • Preventive Maintenance • Transportation Management	N/A - no additional certifications are mandatory for this role

10. Transport Executive

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Transport Management System (TMS) Administration • Resource Management	N/A - no additional certifications are mandatory for this role

11. International Operations Administrator

Additional Skills:	Additional Certifications:
• Documentation Management and Control • International Trade Legislation Compliance • Operations Management	Dangerous Goods Handling Certification

12. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Operations Management • Quality Assurance and Quality Control • Transportation Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Control Tower Executive

Additional Skills:	Additional Certifications:
• Data Wrangling • Problem Identification and Solving • Transport Management System (TMS) Administration	N/A - no additional certifications are mandatory for this role

14. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• Big Data Analytics • Dashboard Creation and Visualisation • Statistical Analytics	N/A - no additional certifications are mandatory for this role

15. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Dashboard Creation and Visualisation • Operations Management • Statistical Analytics	N/A - no additional certifications are mandatory for this role

16. Logistics Analyst

Additional Skills:	Additional Certifications:
• Business Intelligence • Process Optimisation • Statistical Analytics	N/A - no additional certifications are mandatory for this role

17. Logistics Administrator

Additional Skills:	Additional Certifications:
• Documentation Management and Control • Invoice Processing • Customer Experience Management	N/A - no additional certifications are mandatory for this role

18. Sales Executive (B2C)

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Service Excellence • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Executive

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Service Quality Management • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Operations Assistant



First Mile

Middle Mile

Last Mile

Data, Digital and Operations Management

Support

Cluster



Collection (Drop-Off and Pick Up)

Job Purpose



Maintain accurate parcel data and documentation in logistics systems to support tracking integrity and smooth operational flow.

Key Activities

1. Input parcel data into logistics management systems.
2. Print and apply shipping labels and barcodes.
3. Update parcel statuses in real-time upon receipt or dispatch.
4. Match digital records with physical items to prevent loss.
5. Support reporting and data collection for internal analysis.

Prime Skills

1. Cargo Tracking System Administration
2. Equipment Operation
3. Parcel Receipt and Inspection
4. Parcel Handling and Dispatch
5. Reporting and Documentation

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Forklift Operator**

Additional Skills:	Additional Certifications:
• Warehouse and Cargo OHS Management • Preventive Maintenance	Forklift Operator Certification

2. Fulfillment Operator

Additional Skills:	Additional Certifications:
• Order Fulfillment Administration • Packaging Process • Warehouse Management System (WMS) Operations	N/A - no additional certifications are mandatory for this role

3. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Warehouse Performance & Process Optimisation • Procurement / Resource Management	N/A - no additional certifications are mandatory for this role

4. Postman

Additional Skills:	Additional Certifications:
• Defensive Riding and Driving • Service Excellence • Complaint Handling and Conflict Resolution	N/A - no additional certifications are mandatory for this role

5. Delivery Rider/Driver

Additional Skills:	Additional Certifications:
• Defensive Riding and Driving • Service Excellence • Complaint Handling and Conflict Resolution	N/A - no additional certifications are mandatory for this role

6. Delivery Agent (Contract/Freelance)

Additional Skills:	Additional Certifications:
• Defensive Riding and Driving • Service Excellence • Complaint Handling and Conflict Resolution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Branch Administration Clerk

Additional Skills:	Additional Certifications:
• Retail Administration • Invoice Processing • Customer Management	N/A – no additional certifications are mandatory for this role

8. Hub Operator

Additional Skills:	Additional Certifications:
• Distribution Planning • Problem Identification and Solving • Quality Assurance and Quality Control	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

9. Safety Officer

Additional Skills:	Additional Certifications:
• Loss and Risk Prevention Management • Workplace Safety and Health • Policy Implementation and Revision	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

10. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Operations Management • Load Distribution Analysis	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

11. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Operations Management • Service Level Management • Transportation Management	N/A – no additional certifications are mandatory for this role

12. Transport Executive

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Transport Management System (TMS) Administration • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. International Operations Administrator

Additional Skills:	Additional Certifications:
• Documentation Management and Control • International Trade Legislation Compliance • Operations Management	Dangerous Goods Handling Certification

14. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Equipment Management • Quality Assurance and Quality Control • Transportation Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

15. Forklift Operator

Additional Skills:	Additional Certifications:
• Warehouse Maintenance and Housekeeping • Warehouse and Cargo OHS Management • Facility Security Policies and Procedures	Forklift Operator Certification

16. Customs Broker

Additional Skills:	Additional Certifications:
• Documentation Management and Control • Knowledge of Legal and Compliance • Operations Management	Customs Agent Licensing Course (recognised by the Royal Malaysian Customs Department)

17. Control Tower Executive

Additional Skills:	Additional Certifications:
• Data Wrangling • Problem Identification and Solving • Transport Management System (TMS) Administration	N/A – no additional certifications are mandatory for this role

18. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• Big Data Analytics • Dashboard Creation and Visualisation • Statistical Analytics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Dashboard Creation and Visualisation • Operations Management • Statistical Analytics	N/A – no additional certifications are mandatory for this role

20. Logistics Analyst

Additional Skills:	Additional Certifications:
• Business Intelligence • Process Optimisation • Statistical Analytics	N/A – no additional certifications are mandatory for this role

21. Logistics Administrator

Additional Skills:	Additional Certifications:
• Documentation Management and Control • Invoice Processing • Customer Experience Management	N/A – no additional certifications are mandatory for this role

22. Sales Executive (B2C)

Additional Skills:	Additional Certifications:
• Account Management • Sales Target Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

23. Customer Service Executive

Additional Skills:	Additional Certifications:
• Customer Behaviour Analysis • Service Excellence • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Warehouse Manager



First Mile

Middle Mile

Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Collection (Fulfilment and Warehousing)

Job Purpose



Lead end-to-end warehouse operations and workforce performance to achieve service, accuracy, cost, and safety targets across all logistics functions.

Key Activities

1. Oversee end-to-end warehouse operations (inbound, storage, outbound, cross-dock) to meet service-level, throughput, and cost targets across shifts.
2. Manage workforce planning, performance, and development for supervisors and frontline staff, ensuring strong leadership coverage and operational discipline.
3. Drive inventory governance, system accuracy, and audit readiness by implementing controls, analysing variances, and ensuring adherence to SOPs.
4. Optimise warehouse layout, workflow design, and equipment utilisation to improve capacity, speed, and cost-efficiency, including digital/automation adoption.
5. Coordinate with transport, linehaul, customer service, commercial, and procurement teams to resolve bottlenecks, minimise delays, and uphold delivery commitments.
6. Ensure full compliance with safety, regulatory, and QA standards, while leading continuous improvement initiatives (e.g., 5S, lean, root-cause investigations).
7. Monitor operational KPIs (productivity, accuracy, cost, SLA adherence) and provide performance dashboards and insights to senior management for decision-making.

Prime Skills

- | | |
|--|---|
| 1. Inventory Management and Control | 9. RCA and Corrective Action |
| 2. Documentation Management and Control | 10. Resource Management |
| 3. Budget and Cost Management | 11. Service Level Management |
| 4. Equipment Management | 12. Facility Security Policies and Procedures |
| 5. Operations Management | 13. Vendor Management |
| 6. People and Performance Management | 14. Warehouse Administration |
| 7. Process Optimisation | 15. Warehouse Facility Management |
| 8. Quality Assurance and Quality Control | 16. Warehouse Layout Design |

17. Workplace Safety and Health Incident Management	20. Building Management Systems
18. Asset Management	21. Emergency Management
19. Site Access Coordination	22. Warehouse Space Utilisation

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS
1. Branch Manager (Collection)

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Quality Management • Invoice Processing	N/A - no additional certifications are mandatory for this role

2. Branch Manager (Delivery)

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Quality Management • Invoice Processing	N/A - no additional certifications are mandatory for this role

3. Hub Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Facility and Space Management • Warehouse and Cargo OHS Management	Dangerous Goods Handling Certification

4. Transport Manager

Additional Skills:	Additional Certifications:
• Business Intelligence • Contract Management • Transportation Management	Dangerous Goods Handling Certification

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. International Operations Manager

Additional Skills:	Additional Certifications:
• Business Process Management • Organisational Change Management • Continuous Improvement	Dangerous Goods Handling Certification

6. Control Tower Manager

Additional Skills:	Additional Certifications:
• Business Intelligence • Reporting and Documentation • Business Needs Analysis	N/A - no additional certifications are mandatory for this role

7. Operations Manager

Additional Skills:	Additional Certifications:
• Project Management • Business Intelligence • Organisational Change Management	N/A - no additional certifications are mandatory for this role

8. Logistics Manager

Additional Skills:	Additional Certifications:
• Account Management • Business Intelligence • Organisational Change Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Warehouse Supervisor



First Mile

Middle Mile

Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Collection (Fulfilment and Warehousing)

Job Purpose



Supervise daily warehouse activities and staff to ensure efficient receiving, storage, picking, packing, and dispatch operations in compliance with SOPs and safety standards.

Key Activities

1. Lead daily warehouse operations including receiving, picking, packing, storage, and dispatch to meet fulfilment and delivery schedules.
2. Supervise, train, and monitor warehouse staff to ensure productivity, accuracy, and compliance with SOPs.
3. Ensure inventory accuracy through real-time system updates, stock checks, and variance investigations.
4. Maintain proper storage practices, equipment usage, and documentation for operational visibility and audit readiness.
5. Coordinate with internal teams (procurement, transport, QC, customer service) to prevent delays and resolve operational issues.
6. Enforce safety standards and good housekeeping, conducting regular inspections and driving continuous improvement in efficiency and safety.

Prime Skills

- | | |
|---|---|
| 1. Continuous Improvement | 11. Quality Assurance and Quality Control |
| 2. Transportation Management | 12. Reporting and Documentation |
| 3. Documentation Management and Control | 13. Service Quality Management |
| 4. Equipment Management | 14. Warehouse Administration |
| 5. Facility and Space Management | 15. Warehouse Facility Management |
| 6. Inventory Management and Control | 16. Warehouse Maintenance and Housekeeping |
| 7. People and Performance Management | 17. Warehouse Management System (WMS) Operations and Administration |
| 8. Problem Identification and Solving | 18. Warehouse Performance Measurement |
| 9. Process Optimisation | 19. Workplace Safety and Health Incident Management |
| 10. Procurement Management | |

Certification(s)

OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS**1. Warehouse Manager****Additional Skills:**

- Budget and Cost Management
- Operations Management
- RCA and Corrective Action

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Branch Supervisor (Collection)**Additional Skills:**

- Operations Management
- Customer Experience Management
- Invoice Processing

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Delivery Team Leader**Additional Skills:**

- Distribution Planning
- Route Planning and Optimisation
- Claims Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Branch Supervisor (Delivery)**Additional Skills:**

- Operations Management
- Customer Experience Management
- Invoice Processing

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Hub Supervisor**Additional Skills:**

- Operations Management
- Packaging Process
- RCA and Corrective Action

Additional Certifications:

Dangerous Goods Handling Certification

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Equipment Operation • Operations Management	N/A – no additional certifications are mandatory for this role

7. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Predictive Maintenance • Preventive Maintenance • Project Management	Dangerous Goods Handling Certification

8. Linehaul Supervisor

Additional Skills:	Additional Certifications:
• Emergency Response • Load Distribution Analysis • Operations Management	N/A – no additional certifications are mandatory for this role

9. Fleet Supervisor

Additional Skills:	Additional Certifications:
• Budget and Cost Management • Fleet Management • Preventive Maintenance	N/A – no additional certifications are mandatory for this role

10. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
• Facility Security Policies and Procedures • International Trade Legislation Compliance • Invoice Processing	Dangerous Goods Handling Certification

11. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Data Visualisation and Storytelling • Forecasting • Resource Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Logistics Planner

Additional Skills:	Additional Certifications:
• Distribution Planning • Route Planning and Optimisation • Demand and Supply Analysis	N/A – no additional certifications are mandatory for this role

13. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Distribution Planning • Load Distribution Analysis • Project Management	N/A – no additional certifications are mandatory for this role

14. Operations Research Specialist

Additional Skills:	Additional Certifications:
• Big Data Analytics • Supply Chain Management • Budget and Cost Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Forklift Operator



First Mile

Middle Mile

Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Collection (Fulfilment and Warehousing)

Job Purpose



Operate material-handling equipment to safely move, stack, and stage goods within the warehouse to support efficient fulfilment and dispatch operations.

Key Activities

1. Operate forklift and/or reach-truck to load, unload and move pallets and goods within the fulfilment warehouse in support of courier network induction.
2. Conduct pre-use checks and routine maintenance of equipment; report faults immediately.
3. Stack, secure and arrange goods on racking as per SOP; ensure safe loads and compliance with internal storage norms.
4. Assist pick/pack staff as required in high volume periods; support staging for dispatch to courier loaders.
5. Maintain excellent housekeeping of warehouse zones, ensuring safe and efficient workflows and material access.
6. Follow all health, safety, and security protocols (especially for a courier-linked fulfilment facility) and report any safety incidents.

Prime Skills

- | | |
|--|---|
| 1. Equipment Operation | 4. Reporting and Documentation |
| 2. Facility Security Policies and Procedures | 5. Warehouse Maintenance and Housekeeping |
| 3. Preventive Maintenance | 6. Warehouse and Cargo OHS Management |

Certification(s)

Forklift Operator Certification

CAREER MOBILITY OPTIONS**1. Fulfillment Operator**

Additional Skills:	Additional Certifications:
- Order Fulfillment Administration - Packaging Process - Warehouse Management System (WMS) Operations and Administration	N/A - no additional certifications are mandatory for this role

2. Operations Assistant

Additional Skills:	Additional Certifications:
- Cargo Tracking System Administration - Parcel Handling and Dispatch - Parcel Receipt and Inspection	N/A - no additional certifications are mandatory for this role

3. Counter Service Clerk

Additional Skills:	Additional Certifications:
- Customer Management - Invoice Processing - Service Excellence	N/A - no additional certifications are mandatory for this role

4. Branch Administration Clerk

Additional Skills:	Additional Certifications:
- Customer Management - Invoice Processing - Service Excellence	N/A - no additional certifications are mandatory for this role

5. Hub Operator

Additional Skills:	Additional Certifications:
- Parcel Handling and Dispatch - Distribution Planning - Quality Assurance and Quality Control	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

6. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
- Continuous Improvement - Load Distribution Analysis - Operations Management	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Operations Management • Parcel Receipt and Inspection • Parcel Handling and Dispatch	N/A – no additional certifications are mandatory for this role

8. Linehaul Driver

Additional Skills:	Additional Certifications:
• Defensive Riding and Driving • Load Distribution Analysis • Service Level Management	N/A – no additional certifications are mandatory for this role

9. Forklift Operator

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Fulfillment Operator



First Mile

Middle Mile

Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Collection (Fulfilment and Warehousing)

Job Purpose



Ensure customer orders are accurately picked, packed, and dispatched by optimising fulfilment accuracy, stock readiness, and process flow.

Key Activities

1. Ensure customer orders are accurately picked, packed, and prepared for dispatch.
2. Align stock availability with fulfilment schedules to avoid delays or shortfalls.
3. Track efficiency, accuracy, and throughput to optimize operations.
4. Coordinate pickup and outbound flow with courier and delivery teams.
5. Maintain fulfilment processes according to company standards and customer SLAs.

Prime Skills

- | | |
|--|--|
| 1. Packaging Process | 5. Service Quality Management |
| 2. Parcel Handling and Dispatch | 6. Warehouse Management System (WMS) Operations and Administration |
| 3. Quality Assurance and Quality Control | 7. Warehouse Maintenance and Housekeeping |
| 4. Reporting and Documentation | 8. Order Fulfilment Administration |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Warehouse Supervisor

Additional Skills:	Additional Certifications:
- Inventory Management and Control - People and Performance Management - Continuous Improvement	OSH Safety Training (DOSH)

2. Forklift Operator

Additional Skills:	Additional Certifications:
- Equipment Operation - Preventive Maintenance - Warehouse and Cargo OHS Management	Forklift Operator Certification

3. Warehouse Coordinator

Additional Skills:	Additional Certifications:
- Inventory Management and Control - Audit Management - Continuous Improvement	N/A - no additional certifications are mandatory for this role

4. Counter Service Clerk

Additional Skills:	Additional Certifications:
- Customer Management - Invoice Processing - Service Excellence	N/A - no additional certifications are mandatory for this role

5. Operations Assistant

Additional Skills:	Additional Certifications:
- Cargo Tracking System Administration - Equipment Operation - Parcel Receipt and Inspection	N/A - no additional certifications are mandatory for this role

6. Branch Administration Clerk

Additional Skills:	Additional Certifications:
- Customer Management - Invoice Processing - Service Excellence	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Hub Operator

Additional Skills:	Additional Certifications:
• Distribution Planning • Cargo Tracking System Administration • Equipment Operation	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

8. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Continuous Improvement • Load Distribution Analysis • Operations Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

9. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Equipment Operation • Operations Management • Parcel Receipt and Inspection	N/A - no additional certifications are mandatory for this role

10. Transport Executive

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Transport Management System (TMS) Administration • SQL / Database Querying	N/A - no additional certifications are mandatory for this role

11. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Parcel Receipt and Inspection • Transportation Management • Equipment Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

12. Control Tower Executive

Additional Skills:	Additional Certifications:
• Data Wrangling • Problem Identification and Solving • Transport Management System (TMS) Administration	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Continuous Improvement	N/A – no additional certifications are mandatory for this role

14. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Continuous Improvement • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

15. Logistics Analyst

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Continuous Improvement	N/A – no additional certifications are mandatory for this role

16. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Warehouse Coordinator



First Mile

Middle Mile

Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Collection (Fulfilment and Warehousing)

Job Purpose



Maintain accurate, efficient, and safe day-to-day stock handling within the assigned warehouse through routine inventory control, proper documentation, and coordination with warehouse operations staff.

Key Activities

1. Perform daily inventory checks, cycle counts, and bin audits to ensure accurate stock levels in the warehouse.
2. Monitor inbound and outbound stock movement, ensuring proper scanning, documentation, and storage according to warehouse procedures.
3. Coordinate with warehouse supervisors and floor staff to resolve quantity discrepancies, missing items, or mislocated stock.
4. Maintain accurate records of stock adjustments, damage reports, and variances in the warehouse management system.
5. Work with upstream and downstream teams (procurement, transport, fulfilment) to ensure timely stock availability for operations.
6. Identify operational issues on the warehouse floor and escalate risks such as space constraints, stock mix-ups, improper storage, or equipment shortages.
7. Follow all warehouse safety and compliance procedures and ensure materials are stored in accordance with handling guidelines.
8. Generate simple daily or weekly inventory updates for the warehouse manager (e.g., variances, damages, slow-moving stock).

Prime Skills

- | | |
|---------------------------------------|---------------------------------------|
| 1. Inventory Management and Control | 8. Process Optimisation |
| 2. Audit Management | 9. Procurement Management |
| 3. Continuous Improvement | 10. Reporting and Documentation |
| 4. Database Management | 11. Resource Management |
| 5. Inventory Management and Control | 12. Warehouse Performance Measurement |
| 6. Policy Implementation and Revision | 13. Waste Management |
| 7. Problem Identification and Solving | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Warehouse Supervisor

Additional Skills:

- People and Performance Management
- Quality Assurance and Quality Control
- Transportation Management

Additional Certifications:

OSH Safety Training (DOSH)

2. Forklift Operator

Additional Skills:

- Equipment Operation
- Preventive Maintenance
- Warehouse and Cargo OHS Management

Additional Certifications:

Forklift Operator Certification

3. Fulfillment Operator

Additional Skills:

- Order Fulfillment Administration
- Packaging Process
- Warehouse Management System (WMS) Operations and Administration

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Counter Service Clerk

Additional Skills:

- Customer Management
- Invoice Processing
- Service Excellence

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Operations Assistant

Additional Skills:

- Cargo Tracking System Administration
- Parcel Handling and Dispatch
- Equipment Operation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Branch Administration Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Invoice Processing • Service Excellence	N/A – no additional certifications are mandatory for this role

7. Hub Operator

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Distribution Planning • Quality Assurance and Quality Control	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

8. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Load Distribution Analysis • Operations Management • People and Performance Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

9. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Equipment Operation • Operations Management • Parcel Receipt and Inspection	N/A – no additional certifications are mandatory for this role

10. Safety Officer

Additional Skills:	Additional Certifications:
• Compliance Reporting • Emergency Response • Facility and Space Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

11. Transport Executive

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Transport Management System (TMS) Administration • SQL / Database Queryin	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. International Operations Administrator

Additional Skills:	Additional Certifications:
• Documentation Management and Control • International Trade Legislation Compliance • Operations Management	Dangerous Goods Handling Certification

13. Control Tower Executive

Additional Skills:	Additional Certifications:
• Data Wrangling • Transport Management System (TMS) Administration • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

14. Process Improvement Executive

Additional Skills:	Additional Certifications:
• Business Process Management • Organisational Change Management • Cost-Benefit Analysis	N/A - no additional certifications are mandatory for this role

15. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• Big Data Analytics • Dashboard Creation and Visualisation • Statistical Analytics	N/A - no additional certifications are mandatory for this role

16. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Dashboard Creation and Visualisation • Operations Management • Statistical Analytics	N/A - no additional certifications are mandatory for this role

17. Logistics Analyst

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Business Environment Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Logistics Administrator

Additional Skills:	Additional Certifications:
• Documentation Management and Control • Invoice Processing • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

International Operations Manager



First Mile


Middle Mile


Last Mile


Data, Digital
and Operations
Management


Support

Cluster



International / Cross Border Operations

Job Purpose



Lead and optimise cross-border operations to ensure compliant, efficient, and reliable international parcel flows.

Key Activities

1. Oversee cross-border parcel operations, ensuring compliance with customs regulations and documentation requirements.
2. Align international operations with internal teams, vendors, and customs authorities to ensure smooth parcel flows.
3. Track KPIs, identify operational bottlenecks, and implement improvements for efficiency and cost-effectiveness.
4. Develop and execute strategies for faster, safer, and more compliant international delivery.
5. Lead initiatives and projects that enhance cross-border operational performance.
6. Provide guidance and support to subordinate operations teams and regional hubs.

Prime Skills

- | | |
|---|--------------------------------------|
| 1. Business Process Management | 7. People and Performance Management |
| 2. Organisational Change Management | 8. Process Optimisation |
| 3. Continuous Improvement | 9. Project Management |
| 4. Documentation Management and Control | 10. RCA and Corrective Action |
| 5. International Trade Legislation Compliance | 11. Security Governance |
| 6. Operations Management | 12. Vendor Management |

Certification(s)

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS**1. Hub Manager**

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Procurement Management • Warehouse and Cargo OHS Management	N/A – no additional certifications are mandatory for this role

2. Transport Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Route Planning and Optimisation • Transportation Management	N/A – no additional certifications are mandatory for this role

3. Control Tower Manager

Additional Skills:	Additional Certifications:
• Reporting and Documentation • Resource Management • Business Needs Analysis	N/A – no additional certifications are mandatory for this role

4. Branch Manager (Collection)

Additional Skills:	Additional Certifications:
• Invoice Processing • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

5. Warehouse Manager

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Quality Assurance and Quality Control • Warehouse Layout Design	N/A – no additional certifications are mandatory for this role

6. Branch Manager (Delivery)

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Experience Management • Invoice Processing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Operations Manager

Additional Skills:	Additional Certifications:
- Resource Management - Reporting and Documentation - Workflow Automation	N/A – no additional certifications are mandatory for this role

8. Network Manager

Additional Skills:	Additional Certifications:
- Distribution Planning - Transportation Management - Service Level Management	N/A – no additional certifications are mandatory for this role

9. Logistics Manager

Additional Skills:	Additional Certifications:
- Distribution Planning - Resource Management - Account Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Manager

Additional Skills:	Additional Certifications:
- Service Excellence - Complaint Handling and Conflict Resolution - Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

International Operations Specialist



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



International / Cross Border Operations

Job Purpose



Coordinate daily international movement and clearance activities to ensure accurate, compliant, and efficient global parcel operations.

Key Activities

1. Coordinate daily air freight, customs clearance, and hub/sorting center operations.
2. Review and reconcile billing and documentation to ensure data accuracy and cost compliance.
3. Monitor vendor and partner performance, implementing SOPs and escalation procedures.
4. Analyze operational data to identify inefficiencies and recommend corrective actions.
5. Generate operational reports and support ad-hoc analysis for management decision-making.

Prime Skills

- | | |
|---|---|
| 1. Cargo Tracking System Administration | 7. Operations Management |
| 2. Contract Management | 8. Problem Identification and Solving |
| 3. Distribution Planning | 9. Reporting and Documentation |
| 4. Documentation Management and Control | 10. Transportation Management |
| 5. International Trade Legislation Compliance | 11. Workplace Safety and Health Incident Management |
| 6. Invoice Processing | 12. Site Access Coordination |

Certification(s)

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS

1. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
- Facility Security Policies and Procedures - Knowledge of Legal and Compliance - Legal and Regulatory Research	N/A - no additional certifications are mandatory for this role

2. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
- Parcel Handling and Dispatch - Parcel Receipt and Inspection - Quality Assurance and Quality Control	N/A - no additional certifications are mandatory for this role

3. Quality Control Inspector

Additional Skills:	Additional Certifications:
- Project Management - Equipment Management - Predictive Maintenance	N/A - no additional certifications are mandatory for this role

4. Hub Supervisor

Additional Skills:	Additional Certifications:
- Packaging Process - Quality Assurance and Quality Control - Building Management Systems	N/A - no additional certifications are mandatory for this role

5. Linehaul Supervisor

Additional Skills:	Additional Certifications:
- Load Distribution Analysis - Service Level Management - Transport Management System (TMS) Administration	N/A - no additional certifications are mandatory for this role

6. Fleet Supervisor

Additional Skills:	Additional Certifications:
- Budget and Cost Management - Fleet Management - Vendor Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Resource Management • Forecasting • Fleet Management	N/A – no additional certifications are mandatory for this role

8. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Experience Management • Service Quality Management	N/A – no additional certifications are mandatory for this role

9. Warehouse Supervisor

Additional Skills:	Additional Certifications:
• Warehouse Management System (WMS) Operations and Administration • Inventory Management and Control • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

10. Branch Supervisor (Delivery)

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Experience Management • RCA and Corrective Action	N/A – no additional certifications are mandatory for this role

11. Operations Research Specialist

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Statistical Analytics	N/A – no additional certifications are mandatory for this role

12. Logistics Planner

Additional Skills:	Additional Certifications:
• Resource Management • Process Optimisation • Supply Chain Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Resource Management • Process Optimisation • Load Distribution Analysis	N/A – no additional certifications are mandatory for this role

14. Policy Officer

Additional Skills:	Additional Certifications:
• Access Control Management • Non-Conformance Management • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

15. Data Privacy Officer

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Governance • Data Protection Management	N/A – no additional certifications are mandatory for this role

16. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Excellence • Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

International Operations Administrator



First Mile

Middle Mile

Last Mile

Data, Digital
and Operations
Management

Support

Cluster



International / Cross Border Operations

Job Purpose



Maintain accurate international shipment and billing data to support timely delivery and operational integrity.

Key Activities

1. Maintain accurate shipper, parcel, and billing information in designated systems.
2. Monitor KPIs and generate reports on operational and shipper performance.
3. Verify billing weights, resolve disputes, and ensure accurate invoicing for B2B shippers.
4. Manage paperwork, invoices, and financial records related to international operations.
5. Coordinate urgent parcel dispatch and manage parcel aging at hubs to ensure timely delivery.

Prime Skills

- | | |
|---|---------------------------------------|
| 1. Cargo Tracking System Administration | 5. Operations Management |
| 2. Continuous Improvement | 6. Problem Identification and Solving |
| 3. Documentation Management and Control | 7. Reporting and Documentation |
| 4. International Trade Legislation Compliance | |

Certification(s)

Dangerous Goods Handling Certification

CAREER MOBILITY OPTIONS

1. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Equipment Management • Facility and Space Management • Parcel Receipt and Inspection	OSH Safety Training (DOSH)

2. Safety Officer

Additional Skills:	Additional Certifications:
• Compliance Reporting • Emergency Response • Facility and Space Management	OSH Safety Training (DOSH)

3. Transport Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Route Planning and Optimisation • SQL / Database Querying	N/A - no additional certifications are mandatory for this role

4. Control Tower Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Data Wrangling • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

5. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Warehouse Performance Management • Inventory Management and Control • Waste Management	N/A - no additional certifications are mandatory for this role

6. Regional Data Analyst – Cross Border

Additional Skills:	Additional Certifications:
• Big Data Analytics • Dashboard Creation and Visualisation • Statistical Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• SQL / Database Querying • Big Data Analytics • Business Intelligence	N/A – no additional certifications are mandatory for this role

8. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

9. Process Improvement Executive

Additional Skills:	Additional Certifications:
• People and Performance Management • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

10. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Statistical Analytics • Environment and Social Governance Reporting	N/A – no additional certifications are mandatory for this role

11. Risk Analyst (Data)

Additional Skills:	Additional Certifications:
• Audit Management • Artificial Intelligence Ethics and Governance • Data Ethics	N/A – no additional certifications are mandatory for this role

12. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Gateway Operations Handler



First Mile


Middle Mile


Last Mile


Data, Digital
and Operations
Management


Support

Cluster



International / Cross Border Operations

Job Purpose



Execute accurate, compliant handling of inbound and outbound shipments to maintain smooth gateway operations and cross-border visibility.

Key Activities

1. Process inbound materials upon arrival, ensuring all items are properly received, scanned, and secured in accordance with aviation security and export/import compliance requirements.
2. Prepare and process outbound materials in line with standard operating procedures (SOPs) and airline uplift schedules to meet dispatch timelines.
3. Capture and update shipment and handling-unit information in the system to maintain real-time network visibility for cross-border movement.
4. Coordinate with couriers, drivers, and sorting teams to ensure timely transfer of shipments between inbound and outbound flows including airline and ground-handler interactions where required.
5. Support restricted/dangerous goods checks and documentation verification to prevent non-compliant items entering the international network.
6. Inspect and maintain process equipment; take corrective or preventive action when performance falls below standards.
7. Maintain cleanliness, order, and readiness of the gateway process area for the next cycle.
8. Participate in rotational training to build familiarity with other operational functions and support cross-functional coverage.

Prime Skills

- | | |
|--|---|
| 1. Equipment Management | 7. RCA and Corrective Action |
| 2. Facility and Space Management | 8. Reporting and Documentation |
| 3. Parcel Receipt and Inspection | 9. Service Level Management |
| 4. People and Performance Management | 10. Transportation Management |
| 5. Preventive Maintenance | 11. Warehouse and Cargo OHS Management |
| 6. Quality Assurance and Quality Control | 12. Workplace Safety and Health Incident Management |

Certification(s)

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS**1. International Operations Administrator**

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Continuous Improvement • Documentation Management and Control	N/A - no additional certifications are mandatory for this role

2. Hub Operator

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Distribution Planning • Cargo Tracking System Administration	N/A - no additional certifications are mandatory for this role

3. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Operations Management • Continuous Improvement	N/A - no additional certifications are mandatory for this role

4. Transport Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Route Planning and Optimisation • SQL / Database Querying	N/A - no additional certifications are mandatory for this role

5. Control Tower Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Data Wrangling • Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

6. Operations Assistant

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Parcel Handling and Dispatch • Equipment Operation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Complaint Handling and Conflict Resolution • Service Excellence	N/A – no additional certifications are mandatory for this role

8. Fulfillment Operator

Additional Skills:	Additional Certifications:
• Warehouse Management System (WMS) Operations and Administration • Packaging Process • Parcel Handling and Dispatch	N/A – no additional certifications are mandatory for this role

9. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Warehouse Performance Management • Inventory Management and Control • Waste Management	N/A – no additional certifications are mandatory for this role

10. Branch Administration Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Retail Administration • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

11. Regional Data Analyst – Cross Border

Additional Skills:	Additional Certifications:
• Big Data Analytics • Dashboard Creation and Visualisation • Statistical Analytics	N/A – no additional certifications are mandatory for this role

12. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Logistics Analyst

Additional Skills:	Additional Certifications:
• Data Wrangling • Business Intelligence • Statistical Analytics	N/A – no additional certifications are mandatory for this role

14. Process Improvement Executive

Additional Skills:	Additional Certifications:
• Resource Management • Process Optimisation • Organisational Change Management	N/A – no additional certifications are mandatory for this role

15. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Customer Experience Management • Returns Processing	N/A – no additional certifications are mandatory for this role

16. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Statistical Analytics • Environment and Social Governance Reporting	N/A – no additional certifications are mandatory for this role

17. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Forklift Operator



First Mile


Middle Mile


Last Mile


Data, Digital
and Operations
Management


Support

Cluster



International / Cross Border Operations

Job Purpose



Supports cross-border courier operations by safely handling and moving goods within fulfilment and transit facilities.

Key Activities

1. Operate forklifts and reach trucks to load, unload, and move pallets, containers, and goods within cross-border fulfilment and courier handling facilities.
2. Conduct pre-use checks and routine maintenance of material-handling equipment, reporting faults or safety issues promptly.
3. Stack, secure, and arrange cargo on racking or staging areas in accordance with SOPs, load limits, and cross-border handling requirements.
4. Support staging and movement of goods for inbound, outbound, and transit flows, including preparation for dispatch to courier linehaul or customs-controlled areas.
5. Maintain housekeeping standards across warehouse zones to ensure safe, efficient movement of goods and equipment.
6. Comply with health, safety, security, and regulatory requirements applicable to courier-linked and cross-border operations, reporting incidents as required.

Prime Skills

1. Equipment Operation
2. Facility Security Policies and Procedures
3. Preventive Maintenance
4. Reporting and Documentation
5. Warehouse Maintenance and Housekeeping
6. Warehouse and Cargo OHS Management

Certification(s)

Forklift Operator Certification

CAREER MOBILITY OPTIONS**1. Gateway Operations Handler**

Additional Skills:	Additional Certifications:
• Equipment Management • Facility and Space Management • Parcel Receipt and Inspection	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

2. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Parcel Receipt and Inspection • Operations Management	N/A - no additional certifications are mandatory for this role

3. Hub Operator

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Parcel Handling and Dispatch • Parcel Receipt and Inspection	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

4. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Operations Management • People and Performance Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

5. Transport Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Route Planning and Optimisation • SQL / Database Querying	N/A - no additional certifications are mandatory for this role

6. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Dashboard Creation and Visualisation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Freight Customs Coordinator



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



International / Cross Border Operations

Job Purpose



Coordinate freight customs processes and documentation to ensure compliant, timely, and disruption-free shipment movement.

Key Activities

1. Assist in daily hand-over of shipments from origin hub to air and sea freight agents, coordinating domestic and international transfers.
2. Prepare and process all relevant customs forms and documentation to ensure shipments comply with regulatory requirements.
3. Monitor shipment flow to prevent backlog or delays, flagging issues and coordinating with partners and internal teams to resolve disruptions.
4. Input and maintain accurate data in the logistics management system, consolidating shipment and clearance information.
5. Manage invoice and billing documentation related to freight shipments, verifying accuracy and assisting in dispute resolution.
6. Provide updates to customers or internal stakeholders regarding shipment status or issues, and maintain professional relationships to support business continuity.
7. Ensure team and vendor adherence to Standard Operating Procedures (SOPs), escalate non-compliance, and support continuous process improvements.

Prime Skills

- | | |
|---|---------------------------------------|
| 1. Documentation Management and Control | 7. Parcel Handling and Dispatch |
| 2. Facility Security Policies and Procedures | 8. Parcel Receipt and Inspection |
| 3. International Trade Legislation Compliance | 9. Policy Implementation and Revision |
| 4. Invoice Processing | 10. RCA and Corrective Action |
| 5. Knowledge of Legal and Compliance | 11. Service Level Management |
| 6. Legal and Regulatory Research | 12. Transportation Management |

Certification(s)

Dangerous Goods Handling Certification

CAREER MOBILITY OPTIONS

1. International Operations Specialist

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Contract Management • Distribution Planning	OSH Safety Training (DOSH)

2. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Project Management • Equipment Management • Predictive Maintenance	OSH Safety Training (DOSH)

3. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Equipment Operation • Cargo Tracking System Administration	N/A - no additional certifications are mandatory for this role

4. Linehaul Supervisor

Additional Skills:	Additional Certifications:
• Load Distribution Analysis • Transport Management System (TMS) Administration • Emergency Response	N/A - no additional certifications are mandatory for this role

5. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Resource Management • Reporting and Documentation • Forecasting	N/A - no additional certifications are mandatory for this role

6. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
• Operations Management • Reporting and Documentation • Complaint Handling and Conflict Resolution	OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Warehouse Supervisor

Additional Skills:	Additional Certifications:
- Warehouse Management System (WMS) Operations and Administration - Inventory Management and Control - Quality Assurance and Quality Control	OSH Safety Training (DOSH)

8. Delivery Team Leader

Additional Skills:	Additional Certifications:
- Claims Management - Distribution Planning - Inclement Weather Operations and Planning	N/A - no additional certifications are mandatory for this role

9. Route Optimisation Planner

Additional Skills:	Additional Certifications:
- Route Planning and Optimisation - Applications Integration - Emerging Technology Synthesis	N/A - no additional certifications are mandatory for this role

10. Logistics Planner

Additional Skills:	Additional Certifications:
- Distribution Planning - Resource Management - Operations Management	N/A - no additional certifications are mandatory for this role

11. Regulatory Compliance Officer

Additional Skills:	Additional Certifications:
- Workplace Safety and Health - Regulatory Compliance - Audit and Compliance Strategy Development	N/A - no additional certifications are mandatory for this role

12. Customer Service Specialist

Additional Skills:	Additional Certifications:
- Customer Experience Management - Service Excellence - Complaint Handling and Conflict Resolution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customs Broker				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster		International / Cross Border Operations		
Job Purpose		Manage customs clearance and regulatory documentation to enable accurate, compliant, and timely import/export processing.		

Key Activities

1. Prepare and validate import / export documentation – commercial invoices, packing lists, airway bills – ensuring HS classification, value declaration, and Incoterms accuracy.
2. Lodge entries through Malaysian customs systems or appointed brokers, tracking clearance progress for all express shipments.
3. Liaise with customs officers, airlines, freight agents and internal operations teams to resolve holds or exceptions within SLA.
4. Coordinate duty and tax payment processes for customers, ensuring proper billing and reconciliation.
5. Maintain accurate records and support audits to meet local and international regulatory requirements.
6. Monitor clearance KPIs (first-pass yield, exception rate, release time) and recommend process improvements.
7. Keep abreast of changes in customs legislation and communicate updates to operations and customers.

Prime Skills

- | | |
|---|--------------------------------------|
| 1. Distribution Planning | 5. Operations Management |
| 2. Documentation Management and Control | 6. People and Performance Management |
| 3. Facility and Space Management | 7. RCA and Corrective Action |
| 4. Knowledge of Legal and Compliance | 8. Vendor Management |

Certification(s)

Customs Agent Licensing Course (recognised by the Royal Malaysian Customs Department)

CAREER MOBILITY OPTIONS**1. International Operations Administrator**

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Continuous Improvement • International Trade Legislation Compliance	Dangerous Goods Handling Certification

2. Safety Officer

Additional Skills:	Additional Certifications:
• Emergency Response • Loss and Risk Prevention Management • Compliance Reporting	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

3. Compliance Auditor

Additional Skills:	Additional Certifications:
• Regulatory Compliance • Compliance Reporting • Audit Management	N/A - no additional certifications are mandatory for this role

4. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Hub Manager				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster		Processing Operations		
Job Purpose		Lead hub operations and facility performance to ensure efficient processing, SLA compliance, and operational readiness.		
Key Activities				
1. Monitoring all activities at the Processing Centre and ensuring smooth operations. 2. Managing the handover process to linehaul and ensuring compliance with Service Level Agreements (SLAs). 3. Preparing daily volume reports by service/product categories. 4. Overseeing the maintenance of processing centre facilities, including machinery and systems. 5. Enforcing Environment Safety and Health (ESH) compliance, monitoring audit adherence, and managing non-trading stock.				
Prime Skills				
1. Cargo Tracking System Administration		7. Service Level Management		
2. Distribution Planning		8. Warehouse and Cargo OHS Management		
3. Facility and Space Management		9. Workplace Safety and Health Incident Management		
4. Procurement Management		10. Asset Management		
5. Quality Assurance and Quality Control		11. Site Access Coordination		
6. Reporting and Documentation		12. Emergency Management		
Certification(s)				
Dangerous Goods Handling Certification OSH Safety Training (DOSH)				

CAREER MOBILITY OPTIONS**1. Transport Manager**

Additional Skills:	Additional Certifications:
• Business Intelligence • Contract Management • Budget and Cost Management	N/A - no additional certifications are mandatory for this role

2. International Operations Manager

Additional Skills:	Additional Certifications:
• Business Process Management • Organisational Change Management • Continuous Improvement	N/A - no additional certifications are mandatory for this role

3. Control Tower Manager

Additional Skills:	Additional Certifications:
• Business Intelligence • Resource Management • Business Needs Analysis	N/A - no additional certifications are mandatory for this role

4. Branch Manager (Collection)

Additional Skills:	Additional Certifications:
• Operations Management • Customer Experience Management • Route Planning and Optimisation	N/A - no additional certifications are mandatory for this role

5. Warehouse Manager

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Documentation Management and Control • Budget and Cost Management	N/A - no additional certifications are mandatory for this role

6. Branch Manager (Delivery)

Additional Skills:	Additional Certifications:
• Operations Management • Customer Experience Management • Route Planning and Optimisation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Logistics Manager

Additional Skills:	Additional Certifications:
• Account Management • Budget and Cost Management • Business Intelligence	N/A - no additional certifications are mandatory for this role

8. Operations Manager

Additional Skills:	Additional Certifications:
• Business Intelligence • Organisational Change Management • Continuous Improvement	N/A - no additional certifications are mandatory for this role

9. Customer Service Manager

Additional Skills:	Additional Certifications:
• Business Intelligence • Business Environment Analytics • Complaint Handling and Conflict Resolution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Hub Supervisor



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Processing Operations

Job Purpose



Supervise hub operations and staff to maintain accurate processing, safe practices, and smooth transfer to linehaul.

Key Activities

1. Supervising and mentoring hub staff and support personnel, including interns.
2. Ensuring Hub activities comply with internal policies and conducting regular policy updates.
3. Monitoring the handover process to linehaul for seamless operations.
4. Preparing daily volume reports by service/product category and analyzing operational data.
5. Examine returned parcels for labels, courier notes, or damage to pinpoint failure reasons (e.g., incorrect address, recipient refusal, unclaimed) and apply standardized return codes.
6. Overseeing processing center facilities, enforcing Environment Safety and Health (ESH) standards, and recommending purchases of non-trading stock.

Prime Skills

- | | |
|--|---|
| 1. Continuous Improvement | 7. RCA and Corrective Action |
| 2. Operations Management | 8. Reporting and Documentation |
| 3. Packaging Process | 9. Service Quality Management |
| 4. Problem Identification and Solving | 10. Workplace Safety and Health Incident Management |
| 5. Process Optimisation | 11. Building Management Systems |
| 6. Quality Assurance and Quality Control | 12. Waste Management |

Certification(s)

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS

1. Hub Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Facility and Space Management • Warehouse and Cargo OHS Management	N/A - no additional certifications are mandatory for this role

2. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Parcel Receipt and Inspection • Cargo Tracking System Administration	N/A - no additional certifications are mandatory for this role

3. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Equipment Management • Predictive Maintenance • Preventive Maintenance	N/A - no additional certifications are mandatory for this role

4. Linehaul Supervisor

Additional Skills:	Additional Certifications:
• Transportation Management • Emergency Response • Load Distribution Analysis	N/A - no additional certifications are mandatory for this role

5. Fleet Supervisor

Additional Skills:	Additional Certifications:
• Budget and Cost Management • Fleet Management • Documentation Management and Control	N/A - no additional certifications are mandatory for this role

6. International Operations Specialist

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Contract Management • Distribution Planning	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
• Documentation Management and Control • Facility Security Policies and Procedures • International Trade Legislation Compliance	N/A – no additional certifications are mandatory for this role

8. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Data Visualisation and Storytelling • Forecasting • Resource Management	N/A – no additional certifications are mandatory for this role

9. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
• Customer Experience Management • Invoice Processing • Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

10. Warehouse Supervisor

Additional Skills:	Additional Certifications:
• Transportation Management • Documentation Management and Control • Equipment Management	N/A – no additional certifications are mandatory for this role

11. Operations Research Specialist

Additional Skills:	Additional Certifications:
• Big Data Analytics • Budget and Cost Management • Business Intelligence	N/A – no additional certifications are mandatory for this role

12. Logistics Planner

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Budget and Cost Management • Business Environment Analytics • Business Intelligence	N/A – no additional certifications are mandatory for this role

14. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Hub Operator



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Processing Operations

Job Purpose



Ensure accurate, timely receiving, sorting, scanning, and dispatch of parcels to support smooth hub operations.

Key Activities

1. Unloading incoming items and performing receiving processes from courier men or linehaul.
2. Scanning, balancing, coding, and sorting incoming items accurately.
3. Scanning outgoing items and ensuring they are correctly segregated according to destination.
4. Preparing shipment manifests and ensuring all outgoing items are accounted for.
5. Loading outgoing items for shipment and maintaining accurate shipment records.

Prime Skills

- | | |
|---|--|
| 1. Cargo Tracking System Administration | 7. Problem Identification and Solving |
| 2. Distribution Planning | 8. Quality Assurance and Quality Control |
| 3. Equipment Operation | 9. Reporting and Documentation |
| 4. Load Distribution Analysis | 10. Service Level Management |
| 5. Parcel Receipt and Inspection | 11. Workplace Safety and Health |
| 6. Parcel Handling and Dispatch | |

Certification(s)

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS

1. Safety Officer

Additional Skills:	Additional Certifications:
- Compliance Reporting - Emergency Response - Loss and Risk Prevention Management	N/A - no additional certifications are mandatory for this role

2. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
- Continuous Improvement - Operations Management - Service Quality Management	N/A - no additional certifications are mandatory for this role

3. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
- Continuous Improvement - Operations Management - People and Performance Management	N/A - no additional certifications are mandatory for this role

4. Quality Control Inspector

Additional Skills:	Additional Certifications:
- Equipment Management - Predictive Maintenance - Process Optimisation	N/A - no additional certifications are mandatory for this role

5. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
- Operations Management - Preventive Maintenance - Transportation Management	N/A - no additional certifications are mandatory for this role

6. Transport Executive

Additional Skills:	Additional Certifications:
- Continuous Improvement - Cost-Benefit Analysis - Dashboard Creation and Visualisation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Equipment Management • Facility and Space Management • People and Performance Management	N/A – no additional certifications are mandatory for this role

8. Control Tower Executive

Additional Skills:	Additional Certifications:
• Data Wrangling • Transport Management System (TMS) Administration • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

9. Operations Assistant

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

10. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Invoice Processing • Service Excellence	N/A – no additional certifications are mandatory for this role

11. Fulfillment Operator

Additional Skills:	Additional Certifications:
• Packaging Process • Service Quality Management • Warehouse Management System (WMS) Operations and Administration	N/A – no additional certifications are mandatory for this role

12. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Audit Management • Continuous Improvement	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Logistics Analyst

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Continuous Improvement	N/A – no additional certifications are mandatory for this role

14. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

15. Process Improvement Executive

Additional Skills:	Additional Certifications:
• Business Process Management • Organisational Change Management • Continuous Improvement	N/A – no additional certifications are mandatory for this role

16. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Continuous Improvement • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

17. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Environment Analytics • Compliance Reporting	N/A – no additional certifications are mandatory for this role

18. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Behaviour Analysis • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Machineries and Maintenance Technician



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Processing Operations

Job Purpose



Maintain and optimise machinery performance to ensure safe, reliable, and efficient hub and warehouse operations.

Key Activities

1. Develop preventive and predictive maintenance schedules for machinery such as conveyor belts, automated sorters, and robotic systems.
2. Lead investigations into recurring machine faults or breakdowns and implement long-term engineering solutions.
3. Evaluate existing equipment for efficiency and recommend upgrades or redesigns to improve workflow and reduce operational costs.
4. Ensure all machinery adheres to health, safety, and industry regulations; conduct risk assessments.
5. Oversee installation projects, coordinate with vendors or contractors, and manage budgets for new machinery or upgrades.

Prime Skills

- | | |
|--|--|
| 1. Equipment Operation | 8. Preventive Maintenance |
| 2. Machine Vision and OCR | 9. Predictive Maintenance |
| 3. Operations Management | 10. Warehouse and Cargo OHS Management |
| 4. Parcel Handling and Dispatch | 11. Workplace Safety and Health |
| 5. Parcel Receipt and Inspection | 12. Equipment Testing |
| 6. Quality Assurance and Quality Control | 13. Failure Analysis |
| 7. Reporting and Documentation | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Safety Officer

Additional Skills:	Additional Certifications:
- Compliance Reporting - Emergency Response - Loss and Risk Prevention Management	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

2. Quality Control Inspector

Additional Skills:	Additional Certifications:
- Equipment Management - Process Optimisation - Continuous Improvement	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

3. Fleet Maintenance Technician

Additional Skills:	Additional Certifications:
- Documentation Management and Control - Inventory Management and Control - Sustainable Business Practices	N/A - no additional certifications are mandatory for this role

4. Transport Executive

Additional Skills:	Additional Certifications:
- Cargo Tracking System Administration - Continuous Improvement - Cost-Benefit Analysis	N/A - no additional certifications are mandatory for this role

5. Warehouse Coordinator

Additional Skills:	Additional Certifications:
- Inventory Management and Control - Audit Management - Continuous Improvement	N/A - no additional certifications are mandatory for this role

6. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
- Business Intelligence - Continuous Improvement - Dashboard Creation and Visualisation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Process Improvement Executive

Additional Skills:	Additional Certifications:
• Business Process Management • Organisational Change Management • Continuous Improvement	N/A – no additional certifications are mandatory for this role

8. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

9. Logistics Analyst

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Continuous Improvement	N/A – no additional certifications are mandatory for this role

10. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Environment Analytics • Compliance Reporting	N/A – no additional certifications are mandatory for this role

11. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Behaviour Analysis • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Safety Officer



First Mile


Middle Mile


Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Processing Operations

Job Purpose



Uphold safety compliance and lead risk prevention efforts to maintain a safe and incident-free operational environment.

Key Activities

1. Ensure compliance with OSHA, DOSH, and internal safety standards while fostering a strong safety culture within the assigned hub or warehouse.
2. Conduct daily safety inspections of sorting areas, conveyors, racking systems, material handling equipment (MHE), loading bays, and operational workflows to identify hazards and implement corrective actions.
3. Deliver safety briefings and training for hub employees, contract workers, and temporary staff on safe parcel handling, equipment usage, and emergency procedures.
4. Respond to on-site incidents and near-misses, lead investigations to determine root causes, and coordinate preventive actions with Shift Leads and Hub Supervisors.
5. Maintain and update site-specific safety policies, SOPs, and risk assessments (HIRARC) and ensure operational teams adhere to procedures across shifts.
6. Monitor and analyse hub safety data, inspection findings, and trends to support continuous improvement and report regularly to management.
7. Coordinate emergency preparedness at the site, including drills and equipment readiness (e.g., extinguishers, alarms, evacuation routes).

Prime Skills

1. Compliance Reporting
2. Continuous Improvement
3. Emergency Response
4. Facility and Space Management
5. Facility Security Policies and Procedures
6. Inclement Weather Operations and Planning
7. Loss and Risk Prevention Management
8. Policy Implementation and Revision
9. RCA and Corrective Action
10. Reporting and Documentation
11. Technical Inspection
12. Workplace Safety and Health
13. Warehouse and Cargo OHS Management

Certification(s)

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS**1. Hub Supervisor****Additional Skills:**

- Operations Management
- Packaging Process
- Quality Assurance and Quality Control

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Hub Operator**Additional Skills:**

- Cargo Tracking System Administration
- Distribution Planning
- Equipment Operation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Inbound / Outbound Coordinator**Additional Skills:**

- Parcel Handling and Dispatch
- Parcel Receipt and Inspection
- Quality Assurance and Quality Control

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Load and Dispatch Handler**Additional Skills:**

- Load Distribution Analysis
- Operations Management
- People and Performance Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

5. Quality Control Inspector**Additional Skills:**

- Equipment Management
- Predictive Maintenance
- Process Optimisation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Transport Executive

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Cost-Benefit Analysis • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

7. International Operations Administrator

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Documentation Management and Control • International Trade Legislation Compliance	N/A – no additional certifications are mandatory for this role

8. Control Tower Executive

Additional Skills:	Additional Certifications:
• Data Wrangling • Data Visualisation and Storytelling • Problem Identification and Solving	N/A – no additional certifications are mandatory for this role

9. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Invoice Processing • Service Excellence	N/A – no additional certifications are mandatory for this role

10. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Audit Management • Database Management	N/A – no additional certifications are mandatory for this role

11. Process Improvement Executive

Additional Skills:	Additional Certifications:
• Business Process Management • Organisational Change Management • Cost-Benefit Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

13. Logistics Analyst

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Cost-Benefit Analysis	N/A – no additional certifications are mandatory for this role

14. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Dashboard Creation and Visualisation • Data Modelling	N/A – no additional certifications are mandatory for this role

15. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

16. Compliance Auditor

Additional Skills:	Additional Certifications:
• Audit Management • Corporate Governance • Documentation Management and Control	N/A – no additional certifications are mandatory for this role

17. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Environment Analytics • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Risk Analyst (Data)

Additional Skills:	Additional Certifications:
• Applications Integration • Audit Management • Artificial Intelligence Ethics and Governance	N/A – no additional certifications are mandatory for this role

19. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Behaviour Analysis • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Inbound / Outbound Coordinator



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Processing Operations

Job Purpose



Coordinate and verify inbound and outbound parcel flows to enable accurate, timely, and efficient hub processing.

Key Activities

1. Verify inbound parcels against manifests and records.
2. Plan and coordinate outbound parcel loading and dispatch schedules.
3. Liaise with transport teams and route planners.
4. Maintain digital records and update tracking systems.
5. Ensure compliance with safety and standard operating procedures.
6. Prevent bottlenecks and support efficient hub throughput.

Prime Skills

- | | |
|---|--|
| 1. Cargo Tracking System Administration | 7. Quality Assurance and Quality Control |
| 2. Continuous Improvement | 8. Reporting and Documentation |
| 3. Equipment Operation | 9. Service Level Management |
| 4. Operations Management | 10. Service Quality Management |
| 5. Parcel Handling and Dispatch | 11. Transportation Management |
| 6. Parcel Receipt and Inspection | 12. Workplace Safety and Health |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Hub Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Facility and Space Management • Warehouse and Cargo OHS Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

2. Hub Supervisor

Additional Skills:	Additional Certifications:
• Packaging Process • Problem Identification and Solving • Process Optimisation	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

3. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Equipment Management • Predictive Maintenance • Process Optimisation	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

4. Linehaul Supervisor

Additional Skills:	Additional Certifications:
• Emergency Response • Load Distribution Analysis • People and Performance Management	N/A - no additional certifications are mandatory for this role

5. Fleet Supervisor

Additional Skills:	Additional Certifications:
• Budget and Cost Management • Fleet Management • Documentation Management and Control	N/A - no additional certifications are mandatory for this role

6. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
• Documentation Management and Control • Facility Security Policies and Procedures • International Trade Legislation Compliance	Dangerous Goods Handling Certification

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Data Visualisation and Storytelling • Forecasting • Resource Management	N/A – no additional certifications are mandatory for this role

8. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
• Customer Experience Management • Invoice Processing • Complaint Handling and Conflict Resolution	OSH Safety Training (DOSH)

9. Warehouse Supervisor

Additional Skills:	Additional Certifications:
• Documentation Management and Control • Equipment Management • Facility and Space Management	OSH Safety Training (DOSH)

10. Route Optimisation Planner

Additional Skills:	Additional Certifications:
• Applications Integration • Big Data Analytics • Business Intelligence	N/A – no additional certifications are mandatory for this role

11. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Budget and Cost Management • Business Environment Analytics • Business Intelligence	N/A – no additional certifications are mandatory for this role

12. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Load and Dispatch Handler



First Mile


Middle Mile


Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Processing Operations

Job Purpose



Ensure accurate sorting and secure vehicle loading to support safe, compliant, and efficient dispatch operations.

Key Activities

- Sort parcels manually or using automated systems based on assigned delivery zones or routes. This reduces unloading time at the next hub or delivery point.
- Load vehicles in reverse sequence of delivery to ensure easy access to parcels during drop-off. This requires an understanding of route layouts and parcel priority.
- Cross-check the physical parcels with dispatch manifests and digital records. Coordinate with the Inbound/ Outbound Coordinator to confirm that all items are accounted for before sealing the vehicle.
- Ensure that all packages are stably loaded using straps or containers to prevent shifting or damage during transport. This includes following guidelines for fragile or hazardous goods.
- Notify supervisors or hub control staff of any inconsistencies in dispatch lists or missing/damaged items before dispatch.

Prime Skills

- | | |
|--------------------------------------|---|
| 1. Continuous Improvement | 7. Reporting and Documentation |
| 2. Load Distribution Analysis | 8. Route Planning and Optimisation |
| 3. Operations Management | 9. Service Level Management |
| 4. People and Performance Management | 10. Transportation Management |
| 5. Preventive Maintenance | 11. Workplace Safety and Health Incident Management |
| 6. RCA and Corrective Action | |

Certification(s)

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS**1. Hub Operator**

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Distribution Planning • Equipment Operation	N/A – no additional certifications are mandatory for this role

2. Safety Officer

Additional Skills:	Additional Certifications:
• Compliance Reporting • Emergency Response • Facility and Space Management	N/A – no additional certifications are mandatory for this role

3. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Equipment Operation • Parcel Handling and Dispatch	N/A – no additional certifications are mandatory for this role

4. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Equipment Management • Predictive Maintenance • Process Optimisation	N/A – no additional certifications are mandatory for this role

5. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Parcel Receipt and Inspection • Equipment Operation	N/A – no additional certifications are mandatory for this role

6. Transport Executive

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Cost-Benefit Analysis • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Equipment Management • Facility and Space Management • Parcel Receipt and Inspection	N/A – no additional certifications are mandatory for this role

8. Operations Assistant

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Parcel Handling and Dispatch • Equipment Operation	N/A – no additional certifications are mandatory for this role

9. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Invoice Processing • Service Excellence	N/A – no additional certifications are mandatory for this role

10. Fulfillment Operator

Additional Skills:	Additional Certifications:
• Packaging Process • Parcel Handling and Dispatch • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

11. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Audit Management • Database Management	N/A – no additional certifications are mandatory for this role

12. Process Improvement Executive

Additional Skills:	Additional Certifications:
• Business Process Management • Organisational Change Management • Cost-Benefit Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

14. Logistics Analyst

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Cost-Benefit Analysis	N/A – no additional certifications are mandatory for this role

15. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Dashboard Creation and Visualisation • Data Modelling	N/A – no additional certifications are mandatory for this role

16. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Environment Analytics • Compliance Reporting	N/A – no additional certifications are mandatory for this role

17. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Behaviour Analysis • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Quality Control Inspector



First Mile


Middle Mile


Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Processing Operations

Job Purpose



Ensure parcel handling quality by inspecting accuracy, resolving discrepancies, and driving improvements in sorting and processing standards.

Key Activities

1. Regularly perform random inspections on batches of sorted parcels to ensure accuracy in destination tagging, appropriate handling, and physical condition of items.
2. Verify that scanned data matches actual parcel movements and is accurately logged in tracking systems. Address discrepancies between physical items and digital records.
3. Identify patterns of recurring sorting errors, such as misrouted or delayed parcels, and investigate their root causes to prevent operational lapses.
4. Inspect parcels for damage or packaging issues that may breach handling regulations. Ensure fragile, hazardous, or high-value items are processed correctly.
5. Document findings and recommend process improvements to minimize future sorting inaccuracies or quality issues.
6. Prepare daily or weekly quality assurance reports highlighting performance metrics, common faults, and recommended enhancements to hub or sorting supervisors.

Prime Skills

1. Continuous Improvement
2. Equipment Management
3. Predictive Maintenance
4. Preventive Maintenance
5. Process Optimisation
6. Project Management
7. RCA and Corrective Action
8. Vendor Management
9. Problem Identification and Solving
10. Workplace Safety and Health

Certification(s)

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

CAREER MOBILITY OPTIONS**1. Inbound / Outbound Coordinator**

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Equipment Operation • Operations Management	N/A – no additional certifications are mandatory for this role

2. Hub Supervisor

Additional Skills:	Additional Certifications:
• Operations Management • Packaging Process • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

3. Hub Manager

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Distribution Planning • Facility and Space Management	N/A – no additional certifications are mandatory for this role

4. International Operations Specialist

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Contract Management • Distribution Planning	N/A – no additional certifications are mandatory for this role

5. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
• Operations Management • Customer Experience Management • Invoice Processing	N/A – no additional certifications are mandatory for this role

6. Warehouse Supervisor

Additional Skills:	Additional Certifications:
• Transportation Management • Documentation Management and Control • Facility and Space Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Operations Research Specialist

Additional Skills:	Additional Certifications:
• Big Data Analytics • Budget and Cost Management • Business Intelligence	N/A – no additional certifications are mandatory for this role

8. Logistics Planner

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

9. Policy Officer

Additional Skills:	Additional Certifications:
• Access Control Management • Audit and Compliance Strategy Development • Audit Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Scanning and Data Entry Clerk



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Processing Operations

Job Purpose



Maintain accurate, real-time parcel data through precise scanning and data entry to enable reliable tracking and operations flow.

Key Activities

1. Operate handheld scanners or fixed scanning systems to capture barcode data at parcel intake, sorting, and dispatch stages. Each scan updates the parcel's status in the tracking system.
2. Check parcel details (e.g., destination, weight, sender info) for accuracy. Correct or escalate any mismatches between physical labels and digital entries to prevent misrouting.
3. Inspect and confirm that each parcel's barcode is readable and properly affixed. Replace labels or report issues for parcels with damaged, missing, or duplicated barcodes.
4. Enter specific tracking codes or status flags (e.g., "damaged," "held," "address not found") for parcels facing issues. This helps customer service and operations teams take timely action.
5. Prioritize fast and accurate data entry to support real-time tracking for both internal operations and customer-facing systems. Ensure that no parcel leaves the facility without a valid scan.

Prime Skills

- | | |
|----------------------------------|--------------------------------|
| 1. Equipment Operation | 6. Reporting and Documentation |
| 2. Operations Management | 7. Service Level Management |
| 3. Parcel Receipt and Inspection | 8. Transportation Management |
| 4. Parcel Handling and Dispatch | 9. Workplace Safety and Health |
| 5. Preventive Maintenance | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Hub Operator

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Distribution Planning • Load Distribution Analysis	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

2. Safety Officer

Additional Skills:	Additional Certifications:
• Compliance Reporting • Continuous Improvement • Emergency Response	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

3. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Continuous Improvement • Load Distribution Analysis • People and Performance Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

4. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Continuous Improvement • Equipment Management • Predictive Maintenance	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

5. Transport Executive

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Continuous Improvement • Cost-Benefit Analysis	N/A - no additional certifications are mandatory for this role

6. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Equipment Management • Facility and Space Management • People and Performance Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Operations Assistant

Additional Skills:	Additional Certifications:
Cargo Tracking System Administration	N/A – no additional certifications are mandatory for this role

8. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Invoice Processing • Service Excellence	N/A – no additional certifications are mandatory for this role

9. Fulfillment Operator

Additional Skills:	Additional Certifications:
• Packaging Process • Quality Assurance and Quality Control • Service Quality Management	N/A – no additional certifications are mandatory for this role

10. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Audit Management • Continuous Improvement	N/A – no additional certifications are mandatory for this role

11. Logistics Analyst

Additional Skills:	Additional Certifications:
• Business Environment Analytics • Business Intelligence • Continuous Improvement	N/A – no additional certifications are mandatory for this role

12. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Continuous Improvement • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

14. Process Improvement Executive

Additional Skills:	Additional Certifications:
• Business Process Management • Organisational Change Management • Continuous Improvement	N/A – no additional certifications are mandatory for this role

15. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Behaviour Analysis • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Transport Manager



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Transport Operations

Job Purpose



Lead and optimise linehaul operations to achieve reliable, cost-efficient, and compliant middle-mile service performance.

Key Activities

1. Oversee end-to-end linehaul operations across assigned routes, ensuring on-time departures and arrivals in line with service-level targets.
2. Plan and optimise linehaul schedules, fleet utilisation, and route allocations based on volume forecasts, operational constraints, and peak demand patterns.
3. Lead and develop linehaul teams (supervisors, drivers, and vendors), ensuring strong performance management, safety compliance, and operational discipline.
4. Monitor daily linehaul performance, delays, and exceptions, taking proactive actions to maintain service reliability across hubs and transit points.
5. Manage third-party transport partners within agreed frameworks, including performance monitoring, issue resolution, and compliance with operational standards.
6. Analyse operational and cost data (e.g. cost per lane, utilisation, turnaround time) to drive continuous improvement and cost efficiency within assigned operations.
7. Oversee fleet availability and vehicle roadworthiness, coordinating maintenance scheduling with relevant teams to ensure safety and uptime.

Prime Skills

- | | |
|--------------------------------------|---|
| 1. Business Intelligence | 10. Preventive Maintenance |
| 2. Contract Management | 11. Problem Identification and Solving |
| 3. Budget and Cost Management | 12. Resource Management |
| 4. Transportation Management | 13. Route Planning and Optimisation |
| 5. Fleet Management | 14. Service Level Management |
| 6. Distribution Planning | 15. Vendor Management |
| 7. Equipment Management | 16. Workplace Safety and Health Incident Management |
| 8. Operations Management | 17. Asset Management |
| 9. People and Performance Management | 18. Emergency Management |

Certification(s)

Dangerous Goods Handling Certification

CAREER MOBILITY OPTIONS

1. Hub Manager

Additional Skills:

- Quality Assurance and Quality Control
- Procurement Management
- Warehouse and Cargo OHS Management

Additional Certifications:

OSH Safety Training (DOSH)

2. International Operations Manager

Additional Skills:

- Documentation Management and Control
- International Trade Legislation Compliance
- Security Governance

Additional Certifications:

OSH Safety Training (DOSH)

3. Control Tower Manager

Additional Skills:

- Reporting and Documentation
- Business Needs Analysis
- Crisis Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Branch Manager (Collection)

Additional Skills:

- Process Optimisation
- Invoice Processing
- Complaint Handling and Conflict Resolution

Additional Certifications:

OSH Safety Training (DOSH)

5. Warehouse Manager

Additional Skills:

- Inventory Management and Control
- Quality Assurance and Quality Control
- Warehouse Layout Design

Additional Certifications:

OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Branch Manager (Delivery)

Additional Skills:	Additional Certifications:
• Process Optimisation • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

7. Logistics Manager

Additional Skills:	Additional Certifications:
• Account Management • Corporate Governance • Sustainability Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
• Service Excellence • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Linehaul Supervisor



First Mile


Middle Mile


Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Transport Operations

Job Purpose



Supervise day-to-day linehaul activities to ensure timely movements, operational discipline, and safety compliance.

Key Activities

1. Coordinate linehaul schedules (ETA, ETD), manage vehicle assignments, and ensure timely departures and arrivals.
2. Optimize routes and propose ad-hoc runs to improve efficiency and meet volume demands.
3. Record vehicle maintenance issues and coordinate corrective actions with drivers and maintenance teams.
4. Oversee loading and unloading activities between linehaul operators and hub platforms to ensure safety and compliance.
5. Conduct team briefings, monitor daily performance against SLAs, and act as backup driver when required.
6. Enforce Environment, Safety, and Health (ESH) standards within all linehaul operations.

Prime Skills

- | | |
|--------------------------------------|--|
| 1. Transportation Management | 7. RCA and Corrective Action |
| 2. Emergency Response | 8. Reporting and Documentation |
| 3. Load Distribution Analysis | 9. Service Level Management |
| 4. Operations Management | 10. Transport Management System (TMS) Administration |
| 5. People and Performance Management | 11. Workplace Safety and Health |
| 6. Preventive Maintenance | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Transport Manager**

Additional Skills:	Additional Certifications:
• Distribution Planning • Route Planning and Optimisation • Contract Management	Dangerous Goods Handling Certification

2. Fleet Supervisor

Additional Skills:	Additional Certifications:
• Budget and Cost Management • Fleet Management • Vendor Management	N/A – no additional certifications are mandatory for this role

3. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Parcel Receipt and Inspection • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

4. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Project Management • Equipment Management • Predictive Maintenance	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

5. International Operations Specialist

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Documentation Management and Control • Cargo Tracking System Administration	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

6. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Policy Implementation and Revision • Documentation Management and Control	Dangerous Goods Handling Certification

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Control Tower Specialist

Additional Skills:	Additional Certifications:
- Resource Management - Documentation Management and Control - Forecasting	N/A – no additional certifications are mandatory for this role

8. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Customer Experience Management - Invoice Processing	OSH Safety Training (DOSH)

9. Warehouse Supervisor

Additional Skills:	Additional Certifications:
- Warehouse Management System (WMS) Operations and Administration - Inventory Management and Control - Quality Assurance and Quality Control	OSH Safety Training (DOSH)

10. Delivery Team Leader

Additional Skills:	Additional Certifications:
- Claims Management - Distribution Planning - Inclement Weather Operations and Planning	N/A – no additional certifications are mandatory for this role

11. Route Optimisation Planner

Additional Skills:	Additional Certifications:
- Route Planning and Optimisation - Applications Integration - Emerging Technology Synthesis	N/A – no additional certifications are mandatory for this role

12. Operations Research Specialist

Additional Skills:	Additional Certifications:
- Big Data Analytics - Business Intelligence - Statistical Analytics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Policy Officer

Additional Skills:	Additional Certifications:
• Access Control Management • Non-Conformance Management • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

14. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Excellence • Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Linehaul Driver				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster		Transport Operations		
Job Purpose		Safely transport cargo between hubs while ensuring compliance, documentation accuracy, and on-time delivery.		
Key Activities				
1. Conduct pre-trip and post-trip inspections using standard vehicle checklists. 2. Oversee loading and unloading to ensure cargo is secured and handled according to safety requirements. 3. Transport shipments between hubs or depots, following scheduled routes and operational procedures. 4. Maintain accurate trip logs, manifests, and delivery documentation. 5. Follow all road safety, ESH, and regulatory requirements, including rest-hour compliance. 6. Report delays, route issues, or vehicle defects promptly to the linehaul supervisor.				
Prime Skills				
1. Defensive Riding and Driving		5. Problem Identification and Solving		
2. Emergency Response		6. Reporting and Documentation		
3. Load Distribution Analysis		7. Service Level Management		
4. Preventive Maintenance				
Certification(s)				
N/A - no certifications are mandatory for this role				

CAREER MOBILITY OPTIONS**1. Transport Executive**

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Route Planning and Optimisation • SQL / Database Querying	N/A - no additional certifications are mandatory for this role

2. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Parcel Receipt and Inspection • Operations Management	N/A - no additional certifications are mandatory for this role

3. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Operations Management • People and Performance Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

4. Hub Operator

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Parcel Handling and Dispatch • Parcel Receipt and Inspection	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

5. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Transportation Management • Equipment Management • Facility and Space Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

6. Collection Personnel

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Equipment Operation • Parcel Receipt and Inspection	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Fulfillment Operator

Additional Skills:	Additional Certifications:
- Warehouse Management System (WMS) Operations and Administration - Packaging Process - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

8. Warehouse Coordinator

Additional Skills:	Additional Certifications:
- Warehouse Performance Management - Inventory Management and Control - Waste Management	N/A – no additional certifications are mandatory for this role

9. Forklift Operator

Additional Skills:	Additional Certifications:
- Equipment Operation - Facility Security Policies and Procedures - Warehouse and Cargo OHS Management	Forklift Operator Certification

10. Postman

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Equipment Operation - Parcel Receipt and Inspection	N/A – no additional certifications are mandatory for this role

11. Delivery Rider/Driver

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Equipment Operation - Parcel Receipt and Inspection	N/A – no additional certifications are mandatory for this role

12. Delivery Agent (Contract/Freelance)

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Equipment Operation - Parcel Receipt and Inspection	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Branch Administration Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Retail Administration • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

14. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Fleet Supervisor



First Mile


Middle Mile


Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Transport Operations

Job Purpose



Coordinate daily fleet operations, maintenance schedules, and compliance tasks to ensure safe, roadworthy, and efficiently utilised vehicles.

Key Activities

1. Schedule vehicle assignments and coordinate driver rosters based on operational priorities and delivery requirements.
2. Plan and coordinate preventive maintenance and inspection schedules, ensuring compliance with JPJ, PUSPAKOM, and company standards.
3. Liaise with internal workshops and external vendors for timely vehicle servicing, repairs, and spare-parts procurement.
4. Track and maintain accurate documentation of maintenance, insurance renewals, road tax, and regulatory permits.
5. Monitor and control fuel usage, tire condition, and mileage to optimize vehicle performance and cost efficiency.
6. Respond to vehicle breakdowns or incidents by coordinating emergency repairs and recovery operations.
7. Conduct regular vehicle inspections and verify drivers' pre-trip checklists to ensure readiness and safety compliance.
8. Prepare maintenance and performance summaries for management and recommend corrective actions to reduce downtime.

Prime Skills

- | | |
|---|---|
| 1. Continuous Improvement | 8. RCA and Corrective Action |
| 2. Budget and Cost Management | 9. Reporting and Documentation |
| 3. Fleet Management | 10. Resource Management |
| 4. Documentation Management and Control | 11. Transportation Management |
| 5. Inventory Management and Control | 12. Vendor Management |
| 6. Preventive Maintenance | 13. Workplace Safety and Health Incident Management |
| 7. Procurement Management | 14. Asset Management |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Linehaul Supervisor****Additional Skills:**

- Load Distribution Analysis
- Service Level Management
- Transport Management System (TMS) Administration

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Transport Manager**Additional Skills:**

- Distribution Planning
- Route Planning and Optimisation
- Service Level Management

Additional Certifications:

Dangerous Goods Handling Certification

3. Inbound / Outbound Coordinator**Additional Skills:**

- Parcel Handling and Dispatch
- Parcel Receipt and Inspection
- Quality Assurance and Quality Control

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Quality Control Inspector**Additional Skills:**

- Project Management
- Equipment Management
- Predictive Maintenance

Additional Certifications:

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

5. International Operations Specialist**Additional Skills:**

- International Trade Legislation Compliance
- Cargo Tracking System Administration
- Contract Management

Additional Certifications:

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Control Tower Specialist

Additional Skills:	Additional Certifications:
- Forecasting - Data Visualisation and Storytelling - Problem Identification and Solving	N/A – no additional certifications are mandatory for this role

7. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
- Operations Management - Complaint Handling and Conflict Resolution - Customer Experience Management	OSH Safety Training (DOSH)

8. Warehouse Supervisor

Additional Skills:	Additional Certifications:
- Warehouse Management System (WMS) Operations and Administration - Quality Assurance and Quality Control - Facility and Space Management	OSH Safety Training (DOSH)

9. Delivery Team Leader

Additional Skills:	Additional Certifications:
- Claims Management - Distribution Planning - Inclement Weather Operations and Planning	N/A – no additional certifications are mandatory for this role

10. Logistics Planner

Additional Skills:	Additional Certifications:
- Distribution Planning - Operations Management - Process Optimisation	N/A – no additional certifications are mandatory for this role

11. Operations Research Specialist

Additional Skills:	Additional Certifications:
- Big Data Analytics - Business Intelligence - Statistical Analytics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Policy Officer

Additional Skills:	Additional Certifications:
• Access Control Management • Non-Conformance Management • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

13. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Excellence • Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Fleet Maintenance Technician



First Mile


Middle Mile


Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Transport Operations

Job Purpose



Maintain and repair fleet vehicles to ensure operational readiness, safety compliance, and minimal downtime.

Key Activities

1. Conduct scheduled preventive maintenance and basic repairs for fleet vehicles (vans, trucks, motorcycles) to ensure operational readiness.
2. Inspect vehicles for wear, damage, or safety issues and report defects to the fleet supervisor.
3. Replace or repair parts, including brakes, tires, and electrical components, following workshop SOPs.
4. Assist in vehicle testing, roadworthiness checks, and preparation for JPJ/PUSPAKOM inspections.
5. Maintain accurate service logs, parts usage records, and maintenance documentation.
6. Ensure compliance with safety and environmental standards within the workshop area.
7. Support emergency repairs and roadside breakdown recovery when required.

Prime Skills

- | | |
|---|-----------------------------------|
| 1. Documentation Management and Control | 6. Reporting and Documentation |
| 2. Equipment Testing | 7. Sustainable Business Practices |
| 3. Inventory Management and Control | 8. Troubleshooting |
| 4. Preventive Maintenance | 9. Workplace Safety and Health |
| 5. Predictive Maintenance | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Fleet Supervisor**

Additional Skills:	Additional Certifications:
• Transportation Management • Budget and Cost Management • Fleet Management	N/A - no additional certifications are mandatory for this role

2. Transport Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Route Planning and Optimisation • SQL / Database Querying	N/A - no additional certifications are mandatory for this role

3. Machineries and Maintenance Technician

Additional Skills:	Additional Certifications:
• Equipment Operation • Machine Vision and OCR • Operations Management	N/A - no additional certifications are mandatory for this role

4. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Complaint Handling and Conflict Resolution • Service Excellence	N/A - no additional certifications are mandatory for this role

5. Operations Assistant

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Parcel Handling and Dispatch • Equipment Operation	N/A - no additional certifications are mandatory for this role

6. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Transport Executive



First Mile


Middle Mile


Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Transport Operations

Job Purpose



Leverage fleet data and telematics insights to improve vehicle utilisation, operational efficiency, and compliance across logistics operations.

Key Activities

1. Collect and analyze fleet data such as fuel consumption, route efficiency, vehicle utilization, and maintenance records.
2. Generate performance dashboards and reports for logistics and operations teams.
3. Identify trends and anomalies to recommend actions that improve delivery performance and reduce downtime.
4. Monitor telematics and GPS tracking systems to assess driver behavior and vehicle usage.
5. Support fleet planning, including vehicle acquisition, replacement, and route design based on data insights.
6. Collaborate with fleet managers to establish KPIs and monitor compliance with safety and operational standards.
7. Integrate data from multiple sources (e.g., tracking systems, ERP, maintenance logs) into centralized analytics platforms.

Prime Skills

- | | |
|---|--|
| 1. Cargo Tracking System Administration | 7. Resource Management |
| 2. Continuous Improvement | 8. Route Planning and Optimisation |
| 3. Cost-Benefit Analysis | 9. SQL / Database Querying |
| 4. Dashboard Creation and Visualisation | 10. Transport Management System (TMS) Administration |
| 5. Problem Identification and Solving | 11. Workplace Safety and Health Incident Management |
| 6. Reporting and Documentation | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Linehaul Supervisor**

Additional Skills:	Additional Certifications:
• Load Distribution Analysis • Service Level Management • Transportation Management	N/A – no additional certifications are mandatory for this role

2. Fleet Supervisor

Additional Skills:	Additional Certifications:
• Transportation Management • Budget and Cost Management • Fleet Management	N/A – no additional certifications are mandatory for this role

3. Hub Operator

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Parcel Handling and Dispatch • Parcel Receipt and Inspection	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

4. Safety Officer

Additional Skills:	Additional Certifications:
• Emergency Response • Loss and Risk Prevention Management • Compliance Reporting	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

5. International Operations Administrator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Documentation Management and Control • Operations Management	Dangerous Goods Handling Certification

6. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Transportation Management • Service Level Management • Equipment Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Control Tower Executive

Additional Skills:	Additional Certifications:
• Data Wrangling • Data Visualisation and Storytelling • Service Level Management	N/A - no additional certifications are mandatory for this role

8. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Complaint Handling and Conflict Resolution • Service Excellence	N/A - no additional certifications are mandatory for this role

9. Operations Assistant

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Equipment Operation • Parcel Receipt and Inspection	N/A - no additional certifications are mandatory for this role

10. Fulfillment Operator

Additional Skills:	Additional Certifications:
• Warehouse Management System (WMS) Operations and Administration • Packaging Process • Quality Assurance and Quality Control	N/A - no additional certifications are mandatory for this role

11. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Warehouse Performance Management • Inventory Management and Control • Waste Management	N/A - no additional certifications are mandatory for this role

12. Branch Administration Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Retail Administration • Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Process Improvement Executive

Additional Skills:	Additional Certifications:
• People and Performance Management • Process Optimisation • Organisational Change Management	N/A – no additional certifications are mandatory for this role

14. Logistics Analyst

Additional Skills:	Additional Certifications:
• Data Wrangling • Business Intelligence • Statistical Analytics	N/A – no additional certifications are mandatory for this role

15. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Customer Experience Management • Returns Processing	N/A – no additional certifications are mandatory for this role

16. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Statistical Analytics	N/A – no additional certifications are mandatory for this role

17. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Environment and Social Governance	N/A – no additional certifications are mandatory for this role

18. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Statistical Analytics • Environment and Social Governance Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Control Tower Manager



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Control Tower

Job Purpose



Leads control tower operations to ensure network-wide visibility, effective exception governance, and resilient middle-mile performance.

Key Activities

1. Lead control tower operations to provide end-to-end visibility of middle-mile transport flows, ensuring timely identification and resolution of network exceptions.
2. Define escalation frameworks, decision thresholds, and response protocols to manage disruptions (e.g. delays, capacity shortfalls, breakdowns) effectively.
3. Monitor network-level performance trends and SLA adherence, translating operational insights into corrective actions with transport and hub teams.
4. Coordinate cross-functional stakeholders (transport operations, hubs, vendors, planning teams) to align on recovery actions and service restoration.
5. Drive continuous improvement of control tower processes, dashboards, and reporting to strengthen network resilience and operational predictability.

Prime Skills

- | | |
|--|--------------------------------|
| 1. Business Intelligence | 7. Reporting and Documentation |
| 2. Business Needs Analysis | 8. Resource Management |
| 3. Crisis Management | 9. Service Level Management |
| 4. Data Visualisation and Storytelling | 10. Transportation Management |
| 5. Operations Management | 11. Fleet Management |
| 6. Problem Identification and Solving | 12. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Hub Manager

Additional Skills:	Additional Certifications:
- Quality Assurance and Quality Control - Procurement Management - Warehouse and Cargo OHS Management	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

2. Transport Manager

Additional Skills:	Additional Certifications:
- Distribution Planning - Route Planning and Optimisation - Contract Management	Dangerous Goods Handling Certification

3. International Operations Manager

Additional Skills:	Additional Certifications:
- Documentation Management and Control - International Trade Legislation Compliance - Security Governance	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

4. Branch Manager (Collection)

Additional Skills:	Additional Certifications:
- Process Optimisation - People and Performance Management - Invoice Processing	OSH Safety Training (DOSH)

5. Warehouse Manager

Additional Skills:	Additional Certifications:
- Inventory Management and Control - Quality Assurance and Quality Control - Warehouse Layout Design	OSH Safety Training (DOSH)

6. Branch Manager (Delivery)

Additional Skills:	Additional Certifications:
- Process Optimisation - People and Performance Management - Complaint Handling and Conflict Resolution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Network Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Route Planning and Optimisation • Inclement Weather Operations and Planning	N/A – no additional certifications are mandatory for this role

8. Operations Manager

Additional Skills:	Additional Certifications:
• Process Optimisation • Workflow Automation • Organisational Analysis Management	N/A – no additional certifications are mandatory for this role

9. Customer Service Manager

Additional Skills:	Additional Certifications:
• Service Excellence • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Control Tower Specialist



First Mile



Middle Mile



Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Control Tower

Job Purpose



Analyses and manages middle-mile network exceptions by coordinating escalations and tracking resolution across operational teams.

Key Activities

1. Monitor middle-mile network status using control tower systems to identify exceptions, risks, and emerging disruptions.
2. Analyse exception patterns and impacts, applying defined rules to determine escalation level and required stakeholders.
3. Track exception resolution progress and confirm closure with relevant operational owners, maintaining end-to-end visibility.
4. Maintain accurate exception records, incident logs, and escalation histories to support governance and performance reviews.
5. Support preparation of network health summaries, exception trend analyses, and performance alerts for control tower management.

Prime Skills

- | | |
|---|--------------------------------|
| 1. Data Visualisation and Storytelling | 6. Reporting and Documentation |
| 2. Documentation Management and Control | 7. Resource Management |
| 3. Forecasting | 8. Transportation Management |
| 4. Problem Identification and Solving | 9. Fleet Management |
| 5. RCA and Corrective Action | 10. Vendor Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Control Tower Manager**

Additional Skills:	Additional Certifications:
• Business Needs Analysis • Crisis Management • Business Intelligence	N/A – no additional certifications are mandatory for this role

2. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Parcel Receipt and Inspection • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

3. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Project Management • Equipment Management • Predictive Maintenance	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

4. Linehaul Supervisor

Additional Skills:	Additional Certifications:
• Load Distribution Analysis • Service Level Management • Transport Management System (TMS) Administration	N/A – no additional certifications are mandatory for this role

5. International Operations Specialist

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Cargo Tracking System Administration • Contract Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

6. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
• Operations Management • Complaint Handling and Conflict Resolution • Customer Experience Management	OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Warehouse Supervisor

Additional Skills:	Additional Certifications:
- Warehouse Management System (WMS) Operations and Administration - Inventory Management and Control - Quality Assurance and Quality Control	OSH Safety Training (DOSH)

8. Branch Supervisor (Delivery)

Additional Skills:	Additional Certifications:
- Operations Management - Complaint Handling and Conflict Resolution - Customer Experience Management	N/A - no additional certifications are mandatory for this role

9. Route Optimisation Planner

Additional Skills:	Additional Certifications:
- Route Planning and Optimisation - Applications Integration - Emerging Technology Synthesis	N/A - no additional certifications are mandatory for this role

10. Operations Research Specialist

Additional Skills:	Additional Certifications:
- Big Data Analytics - Business Intelligence - Statistical Analytics	N/A - no additional certifications are mandatory for this role

11. Customer Service Specialist

Additional Skills:	Additional Certifications:
- Customer Experience Management - Service Excellence - Complaint Handling and Conflict Resolution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Control Tower Executive				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster		Control Tower		
Job Purpose		Monitors real-time middle-mile network activity to identify, log, and escalate operational exceptions in line with control tower procedures.		
Key Activities				
1. Monitor real-time middle-mile network movements and system alerts to maintain continuous situational awareness. 2. Identify and log network exceptions and deviations in accordance with control tower procedures. 3. Verify status information with operational systems or designated contacts to confirm exception conditions. 4. Escalate confirmed exceptions to control tower specialists or managers based on defined thresholds. 5. Prepare routine network status updates and exception logs for control tower reporting.				
Prime Skills				
1. Data Wrangling		5. Reporting and Documentation		
2. Data Visualisation and Storytelling		6. Service Level Management		
3. Problem Identification and Solving		7. Transport Management System (TMS) Administration		
4. RCA and Corrective Action				
Certification(s)				
N/A - no certifications are mandatory for this role				

CAREER MOBILITY OPTIONS

1. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Resource Management • Documentation Management and Control • Forecasting	N/A – no additional certifications are mandatory for this role

2. Hub Operator

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Parcel Handling and Dispatch • Parcel Receipt and Inspection	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

3. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Operations Management • People and Performance Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

4. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Parcel Receipt and Inspection • Operations Management	N/A – no additional certifications are mandatory for this role

5. Safety Officer

Additional Skills:	Additional Certifications:
• Emergency Response • Loss and Risk Prevention Management • Compliance Reporting	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

6. Transport Executive

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • SQL / Database Querying • Cost-Benefit Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. International Operations Administrator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Documentation Management and Control • Cargo Tracking System Administration	Dangerous Goods Handling Certification

8. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Complaint Handling and Conflict Resolution • Service Excellence	N/A - no additional certifications are mandatory for this role

9. Operations Assistant

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Parcel Handling and Dispatch • Equipment Operation	N/A - no additional certifications are mandatory for this role

10. Branch Administration Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Retail Administration • Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

11. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Warehouse Performance Management • Inventory Management and Control • Waste Management	N/A - no additional certifications are mandatory for this role

12. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Dashboard Creation and Visualisation	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• SQL / Database Querying • Big Data Analytics • Business Intelligence	N/A – no additional certifications are mandatory for this role

14. Process Improvement Executive

Additional Skills:	Additional Certifications:
• People and Performance Management • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

15. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Area Manager (Delivery)				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster		Delivery Services		
Job Purpose		Lead and optimise regional delivery operations to achieve service excellence, workforce productivity, and financial performance targets.		

Key Activities

1. Oversee end-to-end delivery operations within assigned branches or regions, ensuring service performance meets company standards and SLAs.
2. Plan and monitor workforce deployment, delivery route performance, and vehicle utilization to optimize cost and productivity.
3. Track delivery metrics (on-time delivery, first-attempt success rate, customer complaints) and lead corrective actions.
4. Manage operational budgets, billing accuracy, and expense controls to achieve regional financial targets.
5. Ensure compliance with company policies, safety standards, and regulatory requirements.
6. Drive employee engagement, training, and performance management to sustain a motivated and high-performing delivery workforce.
7. Coordinate with central operations, linehaul, and customer service teams to resolve escalations and improve regional delivery efficiency.

Prime Skills

1. Organisational Change Management	9. RCA and Corrective Action
2. Continuous Improvement	10. Resource Management
3. Transportation Management	11. Route Planning and Optimisation
4. Distribution Planning	12. Service Level Management
5. Operations Management	13. Service Quality Management
6. People and Performance Management	14. Inclement Weather Operations and Planning
7. Problem Identification and Solving	15. Portfolio Management
8. Process Optimisation	

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Branch Manager (Delivery)****Additional Skills:**

- Complaint Handling and Conflict Resolution
- Customer Experience Management
- Invoice Processing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Area Manager (Collection)**Additional Skills:**

N/A – no additional skills are required for this career mobility option

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Branch Manager (Delivery)



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Delivery Services

Job Purpose



Owns branch-level last-mile delivery performance by leading delivery teams, ensuring SLA adherence, and resolving operational issues to meet customer expectations.

Key Activities

1. Own end-to-end last-mile delivery operations for the branch, ensuring service performance meets SLAs, quality standards, and customer expectations.
2. Lead and manage delivery team leaders and riders/drivers, overseeing workforce planning, performance management, discipline, and capability development.
3. Monitor branch-level delivery KPIs (e.g. on-time delivery, first-attempt success rate, complaints), identify root causes, and drive corrective actions.
4. Ensure compliance with delivery SOPs, safety requirements, and regulatory standards, managing incidents, escalations, and risk controls.
5. Coordinate with Area Managers, linehaul, and support functions to manage volume fluctuations, resolve operational issues, and improve delivery efficiency.

Prime Skills

- | | |
|---|---|
| 1. Complaint Handling and Conflict Resolution | 8. Problem Identification and Solving |
| 2. Continuous Improvement | 9. Process Optimisation |
| 3. Customer Experience Management | 10. RCA and Corrective Action |
| 4. Transportation Management | 11. Route Planning and Optimisation |
| 5. Invoice Processing | 12. Service Level Management |
| 6. Operations Management | 13. Service Quality Management |
| 7. People and Performance Management | 14. Workplace Safety and Health Incident Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Area Manager (Delivery)

Additional Skills:	Additional Certifications:
• Organisational Change Management • Distribution Planning • Resource Management	N/A – no additional certifications are mandatory for this role

2. Branch Manager (Collection)

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	OSH Safety Training (DOSH)

3. Warehouse Manager

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Quality Assurance and Quality Control • Warehouse Layout Design	OSH Safety Training (DOSH)

4. Hub Manager

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Procurement Management • Warehouse and Cargo OHS Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

5. Transport Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Contract Management • Equipment Management	Dangerous Goods Handling Certification

6. International Operations Manager

Additional Skills:	Additional Certifications:
• Documentation Management and Control • International Trade Legislation Compliance • Security Governance	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Control Tower Manager

Additional Skills:	Additional Certifications:
• Reporting and Documentation • Resource Management • Business Needs Analysis	N/A – no additional certifications are mandatory for this role

8. Operations Manager

Additional Skills:	Additional Certifications:
• Resource Management • Reporting and Documentation • Workflow Automation	N/A – no additional certifications are mandatory for this role

9. Logistics Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Resource Management • Account Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Manager

Additional Skills:	Additional Certifications:
• Service Excellence • Technical Presentation • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

11. Area Sales Manager

Additional Skills:	Additional Certifications:
• Sales Target Management • Business Opportunities Development • Forecasting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Delivery Team Leader



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Delivery Services

Job Purpose



Supervise daily delivery operations and guide delivery staff to ensure route efficiency, service accuracy, and on-time performance.

Key Activities

1. Supervise and coordinate daily delivery operations, including route assignments, attendance tracking, and vehicle readiness.
2. Plan and adjust delivery routes and schedules based on parcel volume, weather, traffic, and manpower availability to meet SLA targets.
3. Review and reconcile delivery documents, including handover sheets, claims, and non-delivery items.
4. Monitor team performance, enforce SOPs, and conduct spot checks to ensure service quality and delivery accuracy.
5. Provide on-the-ground guidance to postmen and delivery agents, addressing operational or customer issues as they arise.
6. Track daily performance metrics (delivery success rate, on-time rate, exceptions) and report results to the Branch Supervisor.
7. Support coaching, onboarding, and continuous improvement initiatives for delivery staff.

Prime Skills

- | | |
|--|--|
| 1. Claims Management | 8. Quality Assurance and Quality Control |
| 2. Continuous Improvement | 9. Reporting and Documentation |
| 3. Distribution Planning | 10. Resource Management |
| 4. Documentation Management and Control | 11. Route Planning and Optimisation |
| 5. Inclement Weather Operations and Planning | 12. Service Level Management |
| 6. Operations Management | 13. Service Quality Management |
| 7. People and Performance Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Branch Manager (Delivery)**

Additional Skills:	Additional Certifications:
• Process Optimisation • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

2. Branch Supervisor (Delivery)

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Experience Management • RCA and Corrective Action	N/A – no additional certifications are mandatory for this role

3. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Experience Management • Invoice Processing	OSH Safety Training (DOSH)

4. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Project Management • Equipment Management • Predictive Maintenance	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

5. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Parcel Receipt and Inspection • Equipment Operation	N/A – no additional certifications are mandatory for this role

6. Fleet Supervisor

Additional Skills:	Additional Certifications:
• Transportation Management • Budget and Cost Management • Fleet Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Policy Implementation and Revision • Facility Security Policies and Procedures	Dangerous Goods Handling Certification

8. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Forecasting • Fleet Management • Vendor Management	N/A - no additional certifications are mandatory for this role

9. Route Optimisation Planner

Additional Skills:	Additional Certifications:
• Applications Integration • Emerging Technology Synthesis • Environment and Social Governance	N/A - no additional certifications are mandatory for this role

10. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Excellence • Complaint Handling and Conflict Resolution	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Postman				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster		Delivery Services		
Job Purpose		Deliver mail and parcels safely and accurately along assigned routes while upholding postal service standards and procedures.		
Key Activities				
1. Deliver letters, registered mail, and parcels to customers along assigned postal routes. 2. Perform daily sorting and sequencing of mail items before dispatch. 3. Collect signatures and update delivery logs in postal tracking systems. 4. Handle undelivered mail according to postal return procedures. 5. Maintain assigned postal vehicle or delivery equipment and ensure compliance with road safety. 6. Uphold customer service standards and represent the postal service professionally.				
Prime Skills				
1. Complaint Handling and Conflict Resolution		4. Parcel Receipt and Inspection		
2. Defensive Riding and Driving		5. Reporting and Documentation		
3. Equipment Operation		6. Service Excellence		
Certification(s)				
N/A - no certifications are mandatory for this role				

CAREER MOBILITY OPTIONS

1. Branch Administration Clerk

Additional Skills:	Additional Certifications:
- Customer Management - Retail Administration - Workplace Safety and Health	N/A - no additional certifications are mandatory for this role

2. Delivery Agent (Contract/Freelance)

Additional Skills:	Additional Certifications:
N/A - no additional skills are required for this career mobility option	N/A - no additional certifications are mandatory for this role

3. Delivery Rider/Driver

Additional Skills:	Additional Certifications:
N/A - no additional skills are required for this career mobility option	N/A - no additional certifications are mandatory for this role

4. Delivery Team Leader

Additional Skills:	Additional Certifications:
- Claims Management - Distribution Planning - Inclement Weather Operations and Planning	N/A - no additional certifications are mandatory for this role

5. Collection Personnel

Additional Skills:	Additional Certifications:
N/A - no additional skills are required for this career mobility option	N/A - no additional certifications are mandatory for this role

6. Counter Service Clerk

Additional Skills:	Additional Certifications:
- Customer Management - Retail Administration - Invoice Processing	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Operations Assistant

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Parcel Handling and Dispatch	N/A – no additional certifications are mandatory for this role

8. Fulfillment Operator

Additional Skills:	Additional Certifications:
• Warehouse Management System (WMS) Operations and Administration • Packaging Process • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

9. Hub Operator

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Parcel Handling and Dispatch • Distribution Planning	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

10. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Operations Management • People and Performance Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

11. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Operations Management • Transportation Management	N/A – no additional certifications are mandatory for this role

12. Safety Officer

Additional Skills:	Additional Certifications:
• Emergency Response • Loss and Risk Prevention Management • Compliance Reporting	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Linehaul Driver

Additional Skills:	Additional Certifications:
• Load Distribution Analysis • Service Level Management • Emergency Response	N/A – no additional certifications are mandatory for this role

14. Transport Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Route Planning and Optimisation • SQL / Database Querying	N/A – no additional certifications are mandatory for this role

15. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Transportation Management • Service Level Management • Equipment Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

16. Control Tower Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Data Wrangling • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

17. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

18. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Customer Experience Management • Returns Processing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Executive

Additional Skills:	Additional Certifications:
• Service Quality Management • Customer Behaviour Analysis • Technical Sales Support	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Delivery Rider/Driver



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Delivery Services

Job Purpose



Ensure timely, accurate parcel delivery along assigned routes while maintaining tracking compliance, safety standards, and customer service quality.

Key Activities

1. Deliver parcels to customers along optimized routes using motorcycles or vans.
2. Use mobile apps or handheld scanners to update parcel tracking and proof-of-delivery (POD).
3. Manage cash-on-delivery (COD) collections and return uncollected parcels per company procedures.
4. Report route or delivery exceptions in real time to the branch or team leader.
5. Maintain vehicle cleanliness and readiness, ensuring compliance with company safety standards.
6. Communicate courteously with customers and uphold company service reputation.

Prime Skills

- | | |
|---|----------------------------------|
| 1. Complaint Handling and Conflict Resolution | 4. Parcel Receipt and Inspection |
| 2. Defensive Riding and Driving | 5. Reporting and Documentation |
| 3. Equipment Operation | 6. Service Excellence |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Delivery Team Leader**

Additional Skills:	Additional Certifications:
• Claims Management • Distribution Planning • Inclement Weather Operations and Planning	N/A – no additional certifications are mandatory for this role

2. Postman

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

3. Delivery Agent (Contract/Freelance)

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

4. Branch Administration Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Retail Administration • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

5. Collection Personnel

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

6. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Retail Administration • Invoice Processing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Operations Assistant

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Parcel Handling and Dispatch	N/A – no additional certifications are mandatory for this role

8. Fulfillment Operator

Additional Skills:	Additional Certifications:
• Warehouse Management System (WMS) Operations and Administration • Packaging Process • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

9. Hub Operator

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Parcel Handling and Dispatch • Distribution Planning	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

10. Safety Officer

Additional Skills:	Additional Certifications:
• Emergency Response • Loss and Risk Prevention Management • Compliance Reporting	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

11. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Operations Management • People and Performance Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

12. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Operations Management • Transportation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Linehaul Driver

Additional Skills:	Additional Certifications:
• Load Distribution Analysis • Service Level Management • Emergency Response	N/A – no additional certifications are mandatory for this role

14. Transport Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Route Planning and Optimisation • SQL / Database Querying	N/A – no additional certifications are mandatory for this role

15. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Transportation Management • Service Level Management • Equipment Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

16. Control Tower Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Data Wrangling • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

17. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

18. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Customer Experience Management • Returns Processing	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Executive

Additional Skills:	Additional Certifications:
• Service Quality Management • Customer Behaviour Analysis • Technical Sales Support	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Delivery Agent (Contract/Freelance)



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Delivery Services

Job Purpose



To deliver parcels accurately and efficiently while ensuring proper tracking, safe operations, and professional customer interactions.

Key Activities

1. Deliver parcels and mail to customers along assigned routes using personal vehicles while meeting delivery time targets.
2. Plan and manage individual delivery schedules, ensuring all parcels are scanned, tracked, and updated in real time.
3. Use company mobile applications or handheld devices to record proof of delivery (POD) and update parcel status.
4. Handle cash-on-delivery (COD) payments and return uncollected parcels or funds according to standard procedures.
5. Maintain personal vehicles in safe and roadworthy condition and ensure compliance with company safety standards.
6. Communicate directly with customers to confirm delivery details or resolve basic delivery issues.
7. Adhere to operational SOPs and represent the company professionally while operating as an independent contractor.

Prime Skills

- | | |
|---|----------------------------------|
| 1. Complaint Handling and Conflict Resolution | 4. Parcel Receipt and Inspection |
| 2. Defensive Riding and Driving | 5. Reporting and Documentation |
| 3. Equipment Operation | 6. Service Excellence |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Postman

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

2. Delivery Rider/Driver

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

3. Branch Administration Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Retail Administration • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

4. Collection Personnel

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	N/A – no additional certifications are mandatory for this role

5. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Retail Administration • Invoice Processing	N/A – no additional certifications are mandatory for this role

6. Operations Assistant

Additional Skills:	Additional Certifications:
• Cargo Tracking System Administration • Parcel Handling and Dispatch	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Fulfillment Operator

Additional Skills:	Additional Certifications:
- Warehouse Management System (WMS) Operations and Administration - Packaging Process - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

8. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
- Parcel Handling and Dispatch - Operations Management - Transportation Management	N/A – no additional certifications are mandatory for this role

9. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
- Route Planning and Optimisation - Operations Management - People and Performance Management	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

10. Safety Officer

Additional Skills:	Additional Certifications:
- Emergency Response - Loss and Risk Prevention Management - Compliance Reporting	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

11. Hub Operator

Additional Skills:	Additional Certifications:
- Quality Assurance and Quality Control - Parcel Handling and Dispatch - Distribution Planning	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

12. Linehaul Driver

Additional Skills:	Additional Certifications:
- Load Distribution Analysis - Service Level Management - Emergency Response	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Transport Executive

Additional Skills:	Additional Certifications:
- Transport Management System (TMS) Administration - Route Planning and Optimisation - SQL / Database Querying	N/A - no additional certifications are mandatory for this role

14. Gateway Operations Handler

Additional Skills:	Additional Certifications:
- Transportation Management - Service Level Management - Equipment Management	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

15. Control Tower Executive

Additional Skills:	Additional Certifications:
- Transport Management System (TMS) Administration - Data Wrangling - Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

16. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
- Business Intelligence - Statistical Analytics - Dashboard Creation and Visualisation	N/A - no additional certifications are mandatory for this role

17. Logistics Administrator

Additional Skills:	Additional Certifications:
- Claims Management - Customer Experience Management - Returns Processing	N/A - no additional certifications are mandatory for this role

18. Customer Service Executive

Additional Skills:	Additional Certifications:
- Service Quality Management - Customer Behaviour Analysis - Technical Sales Support	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Branch Supervisor (Delivery)



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Delivery Services

Job Purpose



Oversee branch delivery operations to maintain SLA compliance, resolve issues, and ensure efficient, safe, and policy-aligned execution.

Key Activities

1. Supervise daily branch delivery operations to ensure parcels and mail are dispatched and delivered within SLA timelines.
2. Monitor delivery volumes, manpower allocation, and route performance to maintain operational efficiency.
3. Address customer complaints and delivery exceptions promptly, ensuring service recovery and proper documentation.
4. Enforce Environment, Safety, and Health (ESH) standards and ensure compliance with company policies and operational SOPs.
5. Review and validate delivery reports, route data, and performance metrics before submission to Area Manager.
6. Manage branch-level resources, including vehicles, delivery materials, and operational expenses, within allocated budgets.
7. Support continuous improvement initiatives by identifying inefficiencies and recommending corrective actions.

Prime Skills

- | | |
|---|---|
| 1. Complaint Handling and Conflict Resolution | 7. Operations Management |
| 2. Continuous Improvement | 8. Problem Identification and Solving |
| 3. Customer Experience Management | 9. RCA and Corrective Action |
| 4. Transportation Management | 10. Reporting and Documentation |
| 5. Documentation Management and Control | 11. Service Quality Management |
| 6. Invoice Processing | 12. Workplace Safety and Health Incident Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Branch Manager (Delivery)

Additional Skills:	Additional Certifications:
• Process Optimisation • People and Performance Management • Route Planning and Optimisation	N/A – no additional certifications are mandatory for this role

2. Delivery Team Leader

Additional Skills:	Additional Certifications:
• Claims Management • Distribution Planning • Inclement Weather Operations and Planning	N/A – no additional certifications are mandatory for this role

3. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
N/A – no additional skills are required for this career mobility option	OSH Safety Training (DOSH)

4. Warehouse Supervisor

Additional Skills:	Additional Certifications:
• Warehouse Management System (WMS) Operations and Administration • Inventory Management and Control • Quality Assurance and Quality Control	OSH Safety Training (DOSH)

5. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
• Parcel Handling and Dispatch • Parcel Receipt and Inspection • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

6. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Project Management • Equipment Management • Predictive Maintenance	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Linehaul Supervisor

Additional Skills:	Additional Certifications:
• Load Distribution Analysis • Service Level Management • Transport Management System (TMS) Administration	N/A – no additional certifications are mandatory for this role

8. International Operations Specialist

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Cargo Tracking System Administration • Contract Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

9. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Policy Implementation and Revision • Facility Security Policies and Procedures	Dangerous Goods Handling Certification

10. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Resource Management • Forecasting • Fleet Management	N/A – no additional certifications are mandatory for this role

11. Logistics Planner

Additional Skills:	Additional Certifications:
• Distribution Planning • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

12. Operations Research Specialist

Additional Skills:	Additional Certifications:
• Big Data Analytics • Business Intelligence • Statistical Analytics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Service Excellence • Customer Behaviour Analysis • Technical Sales Support	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Branch Administration Clerk



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Delivery Services

Job Purpose



To provide administrative, reporting, and cash-handling support that ensures smooth and compliant branch operations.

Key Activities

1. Support branch operations through accurate documentation, record-keeping, and daily data entry in logistics and HR systems.
2. Manage cash handling, including petty cash, COD reconciliation, and branch expense reporting.
3. Prepare and submit daily, weekly, and monthly reports on delivery performance, attendance, and branch expenses.
4. Assist in coordinating branch manpower scheduling, attendance tracking, and leave management.
5. Maintain filing systems for operational documents such as delivery manifests, invoices, and customer receipts.
6. Liaise with headquarters and finance teams for billing, procurement, and audit-related matters.
7. Provide administrative and clerical support to Branch Supervisor and Area Manager to ensure smooth branch operations.

Prime Skills

- | | |
|---|---------------------------------|
| 1. Cargo Tracking System Administration | 7. Product Advisory |
| 2. Customer Management | 8. Reporting and Documentation |
| 3. Invoice Processing | 9. Retail Administration |
| 4. Packaging Process | 10. Service Excellence |
| 5. Parcel Receipt and Inspection | 11. Workplace Safety and Health |
| 6. Parcel Handling and Dispatch | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Branch Supervisor (Delivery)

Additional Skills:	Additional Certifications:
• Operations Management • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

2. Operations Assistant

Additional Skills:	Additional Certifications:
Equipment Operation	N/A – no additional certifications are mandatory for this role

3. Counter Service Clerk

Additional Skills:	Additional Certifications:
Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

4. Fulfillment Operator

Additional Skills:	Additional Certifications:
• Warehouse Management System (WMS) Operations and Administration • Quality Assurance and Quality Control • Service Quality Management	N/A – no additional certifications are mandatory for this role

5. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Waste Management • Database Management	N/A – no additional certifications are mandatory for this role

6. Hub Operator

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Distribution Planning • Load Distribution Analysis	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Safety Officer

Additional Skills:	Additional Certifications:
• Emergency Response • Loss and Risk Prevention Management • Compliance Reporting	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

8. Load and Dispatch Handler

Additional Skills:	Additional Certifications:
• Route Planning and Optimisation • Operations Management • People and Performance Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

9. Data Scanning and Data Entry Clerk

Additional Skills:	Additional Certifications:
• Operations Management • Transportation Management • Preventive Maintenance	N/A - no additional certifications are mandatory for this role

10. Transport Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Route Planning and Optimisation • SQL / Database Queryin	N/A - no additional certifications are mandatory for this role

11. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Transportation Management • Service Level Management • Equipment Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

12. International Operations Administrator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Documentation Management and Control • Operations Management	Dangerous Goods Handling Certification

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Control Tower Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Data Wrangling • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

14. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

15. Process Improvement Executive

Additional Skills:	Additional Certifications:
• People and Performance Management • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

16. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Customer Experience Management • Returns Processing	N/A – no additional certifications are mandatory for this role

17. Logistics Analyst

Additional Skills:	Additional Certifications:
• Data Wrangling • Business Intelligence • Statistical Analytics	N/A – no additional certifications are mandatory for this role

18. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• SQL / Database Querying • Big Data Analytics • Business Intelligence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

19. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Quality Management • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Branch Administration Clerk



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Data, Network and Operations Performance

Job Purpose



To lead and optimise end-to-end delivery operations through data-driven strategies that improve efficiency, cost, and service performance.

Key Activities

1. Oversee the development and execution of data-driven strategies to improve delivery network performance, cost efficiency, and customer satisfaction.
2. Translate analytics outputs and route optimisation insights into actionable plans across hubs, fleets, and delivery teams.
3. Lead cross-functional projects to streamline operations, including route redesigns, process automation, and performance tracking.
4. Monitor key performance metrics (SLA adherence, route efficiency, cost per delivery) and drive continuous improvement initiatives.
5. Collaborate with data analysts, route planners, and network managers to design predictive models for demand forecasting and resource planning.
6. Present operational performance findings and recommendations to senior management and drive adoption of analytics-based decision-making.
7. Ensure alignment of optimisation projects with organisational strategy, compliance standards, and customer service targets.

Prime Skills

- | | |
|-------------------------------------|--|
| 1. Business Intelligence | 10. RCA and Corrective Action |
| 2. Organisational Change Management | 11. Reporting and Documentation |
| 3. Continuous Improvement | 12. Resource Management |
| 4. Budget and Cost Management | 13. Route Planning and Optimisation |
| 5. Business Process Management | 14. Service Level Management |
| 6. Demand and Supply Analysis | 15. Service Quality Management |
| 7. Operations Management | 16. Workflow Automation |
| 8. Process Optimisation | 17. Organisational Analysis Management |
| 9. Project Management | 18. Emergency Management |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Network Manager****Additional Skills:**

- Distribution Planning
- Transportation Management
- Inclement Weather Operations and Planning

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Logistics Manager**Additional Skills:**

- People and Performance Management
- Distribution Planning
- Account Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Manager**Additional Skills:**

- Product Management
- Product Advisory
- Business Needs Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Branch Manager (Collection)**Additional Skills:**

- People and Performance Management
- Invoice Processing
- Complaint Handling and Conflict Resolution

Additional Certifications:

OSH Safety Training (DOSH)

5. Warehouse Manager**Additional Skills:**

- Inventory Management and Control
- Quality Assurance and Quality Control
- Warehouse Layout Design

Additional Certifications:

OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Hub Manager

Additional Skills:	Additional Certifications:
- Quality Assurance and Quality Control - Procurement Management - Warehouse and Cargo OHS Management	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

7. International Operations Manager

Additional Skills:	Additional Certifications:
- Documentation Management and Control - International Trade Legislation Compliance - Security Governance	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

8. Control Tower Manager

Additional Skills:	Additional Certifications:
- Business Needs Analysis - Crisis Management - Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

9. Branch Manager (Delivery)

Additional Skills:	Additional Certifications:
- People and Performance Management - Complaint Handling and Conflict Resolution - Customer Experience Management	N/A - no additional certifications are mandatory for this role

10. Head of Postal Inspectorate

Additional Skills:	Additional Certifications:
- Digital Forensics and Evidence Recovery - Non-Conformance Management - Artificial Intelligence Ethics and Governance	N/A - no additional certifications are mandatory for this role

11. Area Sales Manager

Additional Skills:	Additional Certifications:
- Sales Target Management - Business Opportunities Development - Forecasting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Customer Service Manager

Additional Skills:	Additional Certifications:
• Service Excellence • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Operations Research Specialist



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Data, Network and Operations Performance

Job Purpose

To develop and apply analytical models that optimise logistics network performance, resource allocation, and operational decision-making.

Key Activities

1. Develop mathematical and simulation models to analyse logistics networks, route configurations, and capacity planning scenarios.
2. Evaluate the impact of operational changes such as new hubs, route shifts, or vehicle allocation on cost, efficiency, and service levels.
3. Conduct cost-benefit analyses to support investment and process optimisation decisions.
4. Collaborate with network planners, data analysts, and IT teams to design and implement optimisation tools and algorithms.
5. Translate analytical findings into actionable recommendations for management and operational teams.
6. Continuously improve models through validation with live operational data and performance outcomes.
7. Document methodologies, assumptions, and results for transparency and future reference.

Prime Skills

- | | |
|---|-------------------------------------|
| 1. Big Data Analytics | 9. Process Optimisation |
| 2. Budget and Cost Management | 10. Reporting and Documentation |
| 3. Business Intelligence | 11. Route Planning and Optimisation |
| 4. Business Process Management | 12. Statistical Analytics |
| 5. Cost-Benefit Analysis | 13. Supply Chain Management |
| 6. Data Visualisation and Storytelling | 14. Systems Integration |
| 7. Demand and Supply Analysis | 15. Workflow Automation |
| 8. Documentation Management and Control | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Operations Manager**

Additional Skills:	Additional Certifications:
• Resource Management • Operations Management • Organisational Analysis Management	N/A – no additional certifications are mandatory for this role

2. Network Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Transportation Management • Service Level Management	N/A – no additional certifications are mandatory for this role

3. Route Optimisation Planner

Additional Skills:	Additional Certifications:
• Applications Integration • Emerging Technology Synthesis • Environment and Social Governance	N/A – no additional certifications are mandatory for this role

4. Logistics Manager

Additional Skills:	Additional Certifications:
• People and Performance Management • Distribution Planning • Operations Management	N/A – no additional certifications are mandatory for this role

5. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Distribution Planning • Resource Management • Load Distribution Analysis	N/A – no additional certifications are mandatory for this role

6. Product Owner

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • Project Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Senior Systems Analyst

Additional Skills:	Additional Certifications:
- Emerging Technology Synthesis - Security Assessment and Testing - Software Development Lifecycle (SDLC)	N/A – no additional certifications are mandatory for this role

8. Data Modeler

Additional Skills:	Additional Certifications:
- Data Wrangling - SQL / Database Querying - Database Design	N/A – no additional certifications are mandatory for this role

9. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
- Operations Management - Complaint Handling and Conflict Resolution - Customer Experience Management	OSH Safety Training (DOSH)

10. Warehouse Supervisor

Additional Skills:	Additional Certifications:
- Warehouse Management System (WMS) Operations and Administration - Inventory Management and Control - Quality Assurance and Quality Control	OSH Safety Training (DOSH)

11. Hub Supervisor

Additional Skills:	Additional Certifications:
- Packaging Process - Quality Assurance and Quality Control - Building Management Systems	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

12. International Operations Specialist

Additional Skills:	Additional Certifications:
- International Trade Legislation Compliance - Cargo Tracking System Administration - Contract Management	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Resource Management • Forecasting • Fleet Management	N/A – no additional certifications are mandatory for this role

14. Branch Supervisor (Delivery)

Additional Skills:	Additional Certifications:
• Operations Management • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

15. Delivery Team Leader

Additional Skills:	Additional Certifications:
• Claims Management • Distribution Planning • Inclement Weather Operations and Planning	N/A – no additional certifications are mandatory for this role

16. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Excellence • Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Performance Data Analyst – KPI and SLA



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Data, Network and Operations Performance

Job Purpose

To deliver accurate performance insights that enable the organisation to monitor KPIs, diagnose issues, and optimise operations.

Key Activities

1. Collect, clean, and validate operational and customer data to ensure accuracy and consistency across analytics platforms.
2. Develop and maintain dashboards that track KPIs such as on-time delivery rates, SLA adherence, parcel volumes, and customer satisfaction.
3. Analyse historical and real-time data to forecast parcel volumes, staffing needs, and seasonal demand fluctuations.
4. Identify trends, bottlenecks, and service issues, and provide actionable insights to operations and management teams.
5. Collaborate with branch, linehaul, and customer service units to investigate root causes of missed KPIs or service failures.
6. Prepare performance reports and presentations that summarise key findings and recommend improvement actions.
7. Support continuous improvement initiatives by translating analytics into process and resource optimisation opportunities.

Prime Skills

- | | |
|---|--|
| 1. Big Data Analytics | 10. Problem Identification and Solving |
| 2. Business Intelligence | 11. Process Optimisation |
| 3. Continuous Improvement | 12. RCA and Corrective Action |
| 4. Dashboard Creation and Visualisation | 13. Reporting and Documentation |
| 5. Data Modelling | 14. SQL / Database Querying |
| 6. Data Visualisation and Storytelling | 15. Service Level Management |
| 7. Database Management | 16. Statistical Analytics |
| 8. Demand and Supply Analysis | 17. Warehouse Performance Measurement |
| 9. Operations Management | 18. Prompt Engineering |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Operations Research Specialist****Additional Skills:**

- Budget and Cost Management
- Business Process Management
- Supply Chain Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Regional Data Analyst – Cross Border**Additional Skills:**

- Data Governance
- Systems Integration
- Business Environment Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Real Time Analyst – Operations**Additional Skills:**

- Environment and Social Governance
- Route Planning and Optimisation
- Resource Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Logistics Analyst**Additional Skills:**

- Data Wrangling
- Systems Integration
- Feasibility Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Process Improvement Executive**Additional Skills:**

- People and Performance Management
- Resource Management
- Organisational Change Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Logistics Planner

Additional Skills:	Additional Certifications:
• Distribution Planning • Resource Management • Supply Chain Management	N/A – no additional certifications are mandatory for this role

7. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Customer Experience Management • Returns Processing	N/A – no additional certifications are mandatory for this role

8. Business Analyst

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • System Thinking	N/A – no additional certifications are mandatory for this role

9. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Audit Management • Waste Management	N/A – no additional certifications are mandatory for this role

10. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Transportation Management • Equipment Management • Facility and Space Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

11. Compliance Auditor

Additional Skills:	Additional Certifications:
• Regulatory Compliance • Compliance Reporting • Audit Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Environment and Social Governance Reporting • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

13. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Regional Data Analyst – Cross Border



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Data, Network and Operations Performance

Job Purpose



To enhance cross-border service performance through data-driven insights, forecasting, and KPI monitoring across international logistics lanes.

Key Activities

1. Analyse end-to-end cross-border delivery performance, identifying bottlenecks, cost drivers, and efficiency gaps across international lanes.
2. Collaborate with regional operations, customs, and commercial teams to define and monitor KPIs aligned with service quality and trade objectives.
3. Build and automate dashboards using BI tools to track shipment performance, cost trends, and customs clearance times.
4. Ensure consistency and accuracy of international data flows by managing integration across multiple platforms and country systems.
5. Develop forecasting models to anticipate parcel surges, seasonal demand, and network disruptions across regions.
6. Conduct scenario analysis to support strategic decisions such as new route openings, partner selection, or policy compliance changes.
7. Provide rapid analytical support for cross-border service recovery, customs process changes, and trade regulation shifts.

Prime Skills

- | | |
|---|--|
| 1. Big Data Analytics | 9. Database Management |
| 2. Business Environment Analytics | 10. Demand and Supply Analysis |
| 3. Business Intelligence | 11. Feasibility Analysis |
| 4. Cost-Benefit Analysis | 12. Problem Identification and Solving |
| 5. Dashboard Creation and Visualisation | 13. Service Level Management |
| 6. Data Governance | 14. Statistical Analytics |
| 7. Data Modelling | 15. Systems Integration |
| 8. Data Visualisation and Storytelling | 16. Prompt Engineering |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Operations Research Specialist****Additional Skills:**

- Budget and Cost Management
- Business Process Management
- Supply Chain Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Performance Data Analyst – KPI and SLA**Additional Skills:**

- SQL / Database Querying
- Warehouse Performance Measurement
- Operations Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Real Time Analyst – Operations**Additional Skills:**

- Environment and Social Governance
- Route Planning and Optimisation
- Resource Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Route Optimisation Planner**Additional Skills:**

- Route Planning and Optimisation
- Applications Integration
- Emerging Technology Synthesis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Logistics Analyst**Additional Skills:**

- Data Wrangling
- Resource Management
- Route Planning and Optimisation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Process Improvement Executive

Additional Skills:	Additional Certifications:
• People and Performance Management • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

7. Logistics Planner

Additional Skills:	Additional Certifications:
• Distribution Planning • Resource Management • Operations Management	N/A – no additional certifications are mandatory for this role

8. Logistics Administrator

Additional Skills:	Additional Certifications:
• Reporting and Documentation • Claims Management • Customer Experience Management	N/A – no additional certifications are mandatory for this role

9. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Distribution Planning • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

10. Business Analyst

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • System Thinking	N/A – no additional certifications are mandatory for this role

11. International Operations Administrator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Documentation Management and Control • Reporting and Documentation	Dangerous Goods Handling Certification

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Environment and Social Governance Reporting • Sustainability Management • Sustainable Business Practices	N/A – no additional certifications are mandatory for this role

13. Risk Analyst (Data)

Additional Skills:	Additional Certifications:
• Audit Management • Artificial Intelligence Ethics and Governance • Data Ethics	N/A – no additional certifications are mandatory for this role

14. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Real Time Analyst – Operations



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Data, Network and Operations Performance

Job Purpose



To ensure smooth daily operations by monitoring live performance, resolving real-time issues, and coordinating immediate corrective actions.

Key Activities

1. Monitor real-time dashboards to track delivery hub performance, route execution, and SLA adherence across branches and regions.
2. Identify service delays, route exceptions, or driver shortages and coordinate immediate corrective actions with operations teams.
3. Forecast short-term manpower and vehicle requirements based on intraday parcel volumes and staffing fluctuations.
4. Update shift rosters, break schedules, and workload distribution to maintain service continuity during live operations.
5. Generate daily and weekly operational reports highlighting deviations, recovery actions, and trends for management review.
6. Collaborate with route planners, dispatchers, and linehaul teams to reroute deliveries and balance capacity dynamically.
7. Perform root cause analysis on recurring real-time issues (e.g., missed SLAs, traffic disruptions, system errors) and recommend preventive measures.
8. Support the development and maintenance of real-time performance dashboards and monitoring tools.

Prime Skills

- | | |
|---|---------------------------------------|
| 1. Business Intelligence | 10. Process Optimisation |
| 2. Continuous Improvement | 11. RCA and Corrective Action |
| 3. Dashboard Creation and Visualisation | 12. Reporting and Documentation |
| 4. Data Modelling | 13. Resource Management |
| 5. Data Visualisation and Storytelling | 14. Route Planning and Optimisation |
| 6. Database Management | 15. Statistical Analytics |
| 7. Demand and Supply Analysis | 16. Prompt Engineering |
| 8. Operations Management | 17. Environment and Social Governance |
| 9. Problem Identification and Solving | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Operations Research Specialist****Additional Skills:**

- Big Data Analytics
- Budget and Cost Management
- Business Process Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Performance Data Analyst – KPI and SLA**Additional Skills:**

- SQL / Database Querying
- Big Data Analytics
- Warehouse Performance Measurement

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Regional Data Analyst – Cross Border**Additional Skills:**

- Big Data Analytics
- Data Governance
- Systems Integration

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Logistics Analyst**Additional Skills:**

- Data Wrangling
- Systems Integration
- Feasibility Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Process Improvement Executive**Additional Skills:**

- People and Performance Management
- Organisational Change Management
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Logistics Planner

Additional Skills:	Additional Certifications:
• Distribution Planning • Supply Chain Management • Transport Management System (TMS) Administration	N/A - no additional certifications are mandatory for this role

7. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Customer Experience Management • Returns Processing	N/A - no additional certifications are mandatory for this role

8. Systems Analyst

Additional Skills:	Additional Certifications:
• Automation Process Control • Testing • Applications Integration	N/A - no additional certifications are mandatory for this role

9. Business Analyst

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • System Thinking	N/A - no additional certifications are mandatory for this role

10. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Audit Management • Waste Management	N/A - no additional certifications are mandatory for this role

11. Transport Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • SQL / Database Querying • Cost-Benefit Analysis	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. International Operations Administrator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Documentation Management and Control • Cargo Tracking System Administration	Dangerous Goods Handling Certification

13. Control Tower Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Data Wrangling • Service Level Management	N/A - no additional certifications are mandatory for this role

14. Compliance Auditor

Additional Skills:	Additional Certifications:
• Regulatory Compliance • Compliance Reporting • Audit Management	N/A - no additional certifications are mandatory for this role

15. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Environment and Social Governance Reporting • Sustainability Management	N/A - no additional certifications are mandatory for this role

16. Risk Analyst (Data)

Additional Skills:	Additional Certifications:
• Audit Management • Artificial Intelligence Ethics and Governance • Data Ethics	N/A - no additional certifications are mandatory for this role

17. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Network Manager				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster		Data, Network and Operations Performance		
Job Purpose		To design and optimise the national logistics network to ensure efficient parcel flow, cost-effective operations, and service reliability.		
Key Activities				
1. Design, manage, and continuously optimise the national delivery network, including hubs, depots, and routes, to improve service coverage and cost efficiency. 2. Monitor parcel flow, transit times, and capacity utilisation to identify bottlenecks and plan redistribution or expansion of network resources. 3. Collaborate with operations, planning, and analytics teams to simulate scenarios for new hub openings, route adjustments, or demand surges. 4. Conduct network-level cost-benefit and performance analyses to support investment decisions and infrastructure planning. 5. Lead data-driven network redesign initiatives using modelling, geospatial, and performance data tools. 6. Ensure network configurations comply with safety, operational, and regulatory requirements while supporting customer service targets. 7. Present strategic recommendations and performance insights to senior management for approval and implementation.				
Prime Skills				
1. Business Intelligence		10. Project Management		
2. Organisational Change Management		11. RCA and Corrective Action		
3. Continuous Improvement		12. Reporting and Documentation		
4. Budget and Cost Management		13. Resource Management		
5. Business Process Management		14. Route Planning and Optimisation		
6. Demand and Supply Analysis		15. Service Level Management		
7. Transportation Management		16. Service Quality Management		
8. Distribution Planning		17. Organisational Analysis Management		
9. Inclement Weather Operations and Planning		18. Emergency Management		

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Operations Manager****Additional Skills:**

- Process Optimisation
- Operations Management
- Workflow Automation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Logistics Manager**Additional Skills:**

- People and Performance Management
- Operations Management
- Account Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Manager**Additional Skills:**

- Product Management
- Product Advisory
- Business Needs Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Transport Manager**Additional Skills:**

- Contract Management
- Equipment Management
- Fleet Management

Additional Certifications:

Dangerous Goods Handling Certification

5. International Operations Manager**Additional Skills:**

- Documentation Management and Control
- International Trade Legislation Compliance
- Security Governance

Additional Certifications:

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Control Tower Manager

Additional Skills:	Additional Certifications:
• Business Needs Analysis • Crisis Management • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

7. Branch Manager (Delivery)

Additional Skills:	Additional Certifications:
• Process Optimisation • People and Performance Management • Operations Management	N/A – no additional certifications are mandatory for this role

8. Customer Service Manager

Additional Skills:	Additional Certifications:
• Service Excellence • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

9. Area Sales Manager

Additional Skills:	Additional Certifications:
• Sales Target Management • Business Opportunities Development • Forecasting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Route Optimisation Planner



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Data, Network and Operations Performance

Job Purpose

To maximise delivery efficiency and SLA performance by designing and optimising data-driven route plans.

Key Activities

1. Plan and optimise delivery and pickup routes using digital mapping, GIS, and route optimisation software to maximise fleet efficiency and meet SLA targets.
2. Collect and maintain accurate geolocation and address data for delivery points, including new developments and rural areas.
3. Analyse traffic patterns, parcel density, and driver performance data to identify improvement opportunities in route design.
4. Integrate mapping and telematics data into central logistics planning systems for real-time route updates.
5. Monitor daily route adherence and adjust plans to account for weather, road closures, or changing delivery volumes.
6. Collaborate with fleet managers and data analysts to enhance route algorithms and vehicle utilisation rates.
7. Support strategic network studies and operational pilots involving new route models or delivery technologies.

Prime Skills

- | | |
|--|---|
| 1. Applications Integration | 8. Operations Management |
| 2. Big Data Analytics | 9. Route Planning and Optimisation |
| 3. Business Intelligence | 10. Statistical Analytics |
| 4. Data Visualisation and Storytelling | 11. Systems Integration |
| 5. Demand and Supply Analysis | 12. Inclement Weather Operations and Planning |
| 6. Emerging Technology Synthesis | 13. Workflow Automation |
| 7. Feasibility Analysis | 14. Environment and Social Governance |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Operations Research Specialist

Additional Skills:	Additional Certifications:
- Budget and Cost Management - Business Process Management - Supply Chain Management	N/A – no additional certifications are mandatory for this role

2. Operations Manager

Additional Skills:	Additional Certifications:
- Resource Management - Process Optimisation - Reporting and Documentation	N/A – no additional certifications are mandatory for this role

3. Network Manager

Additional Skills:	Additional Certifications:
- Distribution Planning - Transportation Management - Service Level Management	N/A – no additional certifications are mandatory for this role

4. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
- Reporting and Documentation - Complaint Handling and Conflict Resolution - Customer Experience Management	OSH Safety Training (DOSH)

5. Inbound / Outbound Coordinator

Additional Skills:	Additional Certifications:
- Parcel Handling and Dispatch - Parcel Receipt and Inspection - Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

6. Linehaul Supervisor

Additional Skills:	Additional Certifications:
- Load Distribution Analysis - Service Level Management - Transport Management System (TMS) Administration	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Fleet Supervisor

Additional Skills:	Additional Certifications:
• Transportation Management • Budget and Cost Management • Fleet Management	N/A – no additional certifications are mandatory for this role

8. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Resource Management • Documentation Management and Control • Reporting and Documentation	N/A – no additional certifications are mandatory for this role

9. Delivery Team Leader

Additional Skills:	Additional Certifications:
• Claims Management • Distribution Planning • Quality Assurance and Quality Control	N/A – no additional certifications are mandatory for this role

10. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Excellence • Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Logistics Analyst



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster



Data, Network and Operations Performance

Job Purpose



To deliver data-driven insights that improve logistics efficiency, resource planning, and operational performance.

Key Activities

1. Collect, analyse, and interpret logistics data including delivery times, fleet utilisation, and parcel throughput across hubs and branches.
2. Develop dashboards and reports to track key operational metrics such as cost per delivery, vehicle productivity, and route efficiency.
3. Identify bottlenecks or inefficiencies in the delivery network and propose corrective actions or process improvements.
4. Support route and resource planning teams with data insights to enhance fleet deployment and service reliability.
5. Conduct variance analysis on delivery performance versus plan, and recommend optimisation strategies.
6. Collaborate with IT, fleet, and operations teams to ensure data accuracy and consistency across analytics systems.
7. Provide analytical support for new projects, pilot routes, or technology implementations affecting logistics operations.

Prime Skills

- | | |
|---|--|
| 1. Business Environment Analytics | 9. Database Management |
| 2. Business Intelligence | 10. Feasibility Analysis |
| 3. Continuous Improvement | 11. Problem Identification and Solving |
| 4. Cost-Benefit Analysis | 12. Process Optimisation |
| 5. Dashboard Creation and Visualisation | 13. RCA and Corrective Action |
| 6. Data Modelling | 14. Reporting and Documentation |
| 7. Data Wrangling | 15. Resource Management |
| 8. Data Visualisation and Storytelling | 16. Route Planning and Optimisation |

17. Statistical Analytics

19. Prompt Engineering

18. Systems Integration

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Operations Research Specialist****Additional Skills:**

- Big Data Analytics
- Budget and Cost Management
- Business Process Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Performance Data Analyst – KPI and SLA**Additional Skills:**

- SQL / Database Querying
- Big Data Analytics
- Warehouse Performance Measurement

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Real Time Analyst – Operations**Additional Skills:**

- Environment and Social Governance
- Demand and Supply Analysis
- Operations Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Process Improvement Executive**Additional Skills:**

- People and Performance Management
- Organisational Change Management
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Logistics Planner

Additional Skills:	Additional Certifications:
• Distribution Planning • Operations Management • Supply Chain Management	N/A – no additional certifications are mandatory for this role

6. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Distribution Planning • Load Distribution Analysis • Vendor Management	N/A – no additional certifications are mandatory for this role

7. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Customer Experience Management • Returns Processing	N/A – no additional certifications are mandatory for this role

8. Systems Analyst

Additional Skills:	Additional Certifications:
• Automation Process Control • Testing • Applications Integration	N/A – no additional certifications are mandatory for this role

9. Business Analyst

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • System Thinking	N/A – no additional certifications are mandatory for this role

10. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Audit Management • Waste Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Transportation Management • Service Level Management • Equipment Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

12. Risk Analyst (Data)

Additional Skills:	Additional Certifications:
• Audit Management • Artificial Intelligence Ethics and Governance • Data Ethics	N/A - no additional certifications are mandatory for this role

13. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Environment and Social Governance Reporting • Sustainability Management	N/A - no additional certifications are mandatory for this role

14. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Process Improvement Executive



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Data, Network and Operations Performance

Job Purpose

To drive operational efficiency and cost reduction by analysing logistics workflows and leading improvement initiatives across the network.

Key Activities

1. Analyse operational workflows across First Mile, Middle Mile, and Last Mile functions to identify bottlenecks and improvement opportunities.
2. Lead enhancements to SOPs and system usage, including process automation that boosts productivity and accuracy.
3. Monitor fleet and facility performance indicators (e.g., throughput, downtime, cost per delivery) and recommend corrective actions.
4. Partner with depot, hub, and gateway teams to implement improvement projects that reduce cost and operational delays.
5. Conduct operational cost projections, track savings from improvement initiatives, and support budget alignment for logistics functions.
6. Support vendor evaluations and tender processes to ensure cost-effective solutions and operational service quality.
7. Promote a culture of continuous improvement through training, performance reviews, and process standardization.

Prime Skills

- | | |
|---------------------------------------|-------------------------------|
| 1. Business Process Management | 9. Procurement Management |
| 2. Organisational Change Management | 10. Project Management |
| 3. Continuous Improvement | 11. RCA and Corrective Action |
| 4. Cost-Benefit Analysis | 12. Resource Management |
| 5. Feasibility Analysis | 13. Workflow Automation |
| 6. People and Performance Management | 14. Process Automation |
| 7. Problem Identification and Solving | 15. Prompt Engineering |
| 8. Process Optimisation | 16. Process Re-engineering |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Operations Research Specialist****Additional Skills:**

- Big Data Analytics
- Business Intelligence
- Statistical Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Performance Data Analyst – KPI and SLA**Additional Skills:**

- SQL / Database Querying
- Big Data Analytics
- Business Intelligence

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Regional Data Analyst – Cross Border**Additional Skills:**

- Big Data Analytics
- Dashboard Creation and Visualisation
- Statistical Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Real Time Analyst – Operations**Additional Skills:**

- Business Intelligence
- Statistical Analytics
- Dashboard Creation and Visualisation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Route Optimisation Planner**Additional Skills:**

- Route Planning and Optimisation
- Applications Integration
- Emerging Technology Synthesis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Logistics Analyst

Additional Skills:

- Data Wrangling
- Business Intelligence
- Statistical Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

7. Logistics Planner

Additional Skills:

- Distribution Planning
- Operations Management
- Reporting and Documentation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

8. Logistics Administrator

Additional Skills:

- Reporting and Documentation
- Claims Management
- Customer Experience Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

9. Logistics Solution Designer

Additional Skills:

- Distribution Planning
- Reporting and Documentation
- Load Distribution Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

10. Systems Analyst

Additional Skills:

- Statistical Analytics
- Automation Process Control
- Testing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

11. Business Analyst

Additional Skills:

- Requirements Definition and Management
- Business Needs Analysis
- System Thinking

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

12. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Audit Management • Waste Management	N/A – no additional certifications are mandatory for this role

13. Transport Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Route Planning and Optimisation • SQL / Database Querying	N/A – no additional certifications are mandatory for this role

14. International Operations Administrator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Documentation Management and Control • Reporting and Documentation	Dangerous Goods Handling Certification

15. Control Tower Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Reporting and Documentation • Data Wrangling	N/A – no additional certifications are mandatory for this role

16. Risk Analyst (Data)

Additional Skills:	Additional Certifications:
• Audit Management • Artificial Intelligence Ethics and Governance • Data Ethics	N/A – no additional certifications are mandatory for this role

17. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Statistical Analytics • Environment and Social Governance Reporting	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

18. Customer Service Executive

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Excellence - Service Quality Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Logistics Manager



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Data, Network and Operations Performance

Job Purpose



To lead and optimise end-to-end logistics operations to achieve service excellence, cost efficiency, and network performance.

Key Activities

1. Lead and oversee end-to-end logistics operations (collection, processing, delivery and returns) across the network to meet service, cost and quality targets.
2. Develop strategic logistics plans including network design, fleet deployment, hub capacity and routing to enhance efficiency and scalability.
3. Monitor key performance indicators (KPIs) such as on-time delivery, cost per parcel, fleet utilisation, and network throughput; drive corrective actions when targets aren't met.
4. Ensure compliance with regulatory, safety, and sustainability standards across the logistics operations (e.g., transport regulations, ESH, ISO standards).
5. Manage budgets, capital expenditure and cost optimisation initiatives for logistics assets including vehicles, hubs and technology.
6. Build and lead a high-performing logistics leadership team (planners, operations, fleet, reverse logistics) and promote a culture of continuous improvement and agility.
7. Collaborate with commercial, customer service, IT and analytics teams to align logistics operations with business goals, customer experience and digital transformation initiatives.

Prime Skills

- | | |
|-------------------------------------|---------------------------------------|
| 1. Account Management | 10. Operations Management |
| 2. Budget and Cost Management | 11. People and Performance Management |
| 3. Business Intelligence | 12. Resource Management |
| 4. Organisational Change Management | 13. Route Planning and Optimisation |
| 5. Continuous Improvement | 14. Service Level Management |
| 6. Corporate Governance | 15. Supply Chain Management |
| 7. Demand and Supply Analysis | 16. Sustainability Management |
| 8. Distribution Planning | 17. Systems Integration |
| 9. Load Distribution Analysis | 18. Transportation Management |

19. Workplace Safety and Health

21. Emergency Management

20. Organisational Analysis Management

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Operations Manager

Additional Skills:

- Process Optimisation
- Reporting and Documentation
- Workflow Automation

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Network Manager

Additional Skills:

- Inclement Weather Operations and Planning
- Service Quality Management
- Project Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Product Manager

Additional Skills:

- Product Management
- Product Advisory
- Business Needs Analysis

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. Branch Manager (Collection)

Additional Skills:

- Process Optimisation
- Invoice Processing
- Complaint Handling and Conflict Resolution

Additional Certifications:

OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Warehouse Manager

Additional Skills:	Additional Certifications:
• Inventory Management and Control • Quality Assurance and Quality Control • Warehouse Layout Design	OSH Safety Training (DOSH)

6. Hub Manager

Additional Skills:	Additional Certifications:
• Quality Assurance and Quality Control • Procurement Management • Warehouse and Cargo OHS Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

7. International Operations Manager

Additional Skills:	Additional Certifications:
• Documentation Management and Control • International Trade Legislation Compliance • Security Governance	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

8. Control Tower Manager

Additional Skills:	Additional Certifications:
• Reporting and Documentation • Business Needs Analysis • Crisis Management	N/A – no additional certifications are mandatory for this role

9. Branch Manager (Delivery)

Additional Skills:	Additional Certifications:
• Process Optimisation • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

10. Customer Service Manager

Additional Skills:	Additional Certifications:
• Service Excellence • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

11. Area Sales Manager

Additional Skills:	Additional Certifications:
• Sales Target Management • Business Opportunities Development • Forecasting	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Logistics Planner



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Data, Network and Operations Performance

Job Purpose

To plan and optimise logistics routes and schedules to maximise efficiency, resource utilisation, and service reliability.

Key Activities

1. Plan, design, and optimise daily and weekly logistics routes and schedules to maximise fleet and hub utilisation.
2. Analyse parcel volume forecasts, route density, and hub capacity to align resources with demand fluctuations.
3. Use digital tools (TMS, route optimisation software, GIS) to simulate network efficiency and reduce delivery costs.
4. Collaborate with linehaul, last-mile, and warehouse teams to ensure seamless connectivity between collection and delivery stages.
5. Monitor performance KPIs such as on-time dispatch, fuel efficiency, and capacity utilisation; propose corrective actions.
6. Coordinate contingency planning for peak seasons, disruptions, or system outages.
7. Prepare reports and provide operational insights to support decision-making by logistics leadership.

Prime Skills

- | | |
|---|--|
| 1. Business Environment Analytics | 9. Reporting and Documentation |
| 2. Business Intelligence | 10. Resource Management |
| 3. Dashboard Creation and Visualisation | 11. Route Planning and Optimisation |
| 4. Data Visualisation and Storytelling | 12. Statistical Analytics |
| 5. Demand and Supply Analysis | 13. Supply Chain Management |
| 6. Distribution Planning | 14. Transport Management System (TMS) Administration |
| 7. Operations Management | 15. Prompt Engineering |
| 8. Process Optimisation | 16. Environment and Social Governance |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Operations Manager

Additional Skills:	Additional Certifications:
• Workflow Automation • Organisational Analysis Management • Organisational Change Management	N/A – no additional certifications are mandatory for this role

2. Operations Research Specialist

Additional Skills:	Additional Certifications:
• Big Data Analytics • Budget and Cost Management • Business Process Management	N/A – no additional certifications are mandatory for this role

3. Logistics Manager

Additional Skills:	Additional Certifications:
• People and Performance Management • Account Management • Corporate Governance	N/A – no additional certifications are mandatory for this role

4. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Load Distribution Analysis • Vendor Management • Warehouse Layout Design	N/A – no additional certifications are mandatory for this role

5. Product Owner

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • Project Management	N/A – no additional certifications are mandatory for this role

6. QA Specialist

Additional Skills:	Additional Certifications:
• Product Testing • Software Testing • Continuous Integration and Continuous Deployment (CI/CD)	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Customer Experience Management - Invoice Processing	OSH Safety Training (DOSH)

8. Warehouse Supervisor

Additional Skills:	Additional Certifications:
- Warehouse Management System (WMS) Operations and Administration - Inventory Management and Control - Quality Assurance and Quality Control	OSH Safety Training (DOSH)

9. Quality Control Inspector

Additional Skills:	Additional Certifications:
- Project Management - Equipment Management - Predictive Maintenance	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

10. Linehaul Supervisor

Additional Skills:	Additional Certifications:
- Load Distribution Analysis - Service Level Management - Transportation Management	N/A - no additional certifications are mandatory for this role

11. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
- International Trade Legislation Compliance - Policy Implementation and Revision - Documentation Management and Control	Dangerous Goods Handling Certification

12. Control Tower Specialist

Additional Skills:	Additional Certifications:
- Documentation Management and Control - Forecasting - Fleet Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

13. Branch Supervisor (Delivery)

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Experience Management • RCA and Corrective Action	N/A – no additional certifications are mandatory for this role

14. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Excellence • Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Logistics Solution Designer



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Data, Network and Operations Performance

Job Purpose



To design and validate end-to-end logistics solutions that meet customer requirements and ensure operational feasibility.

Key Activities

1. Analyse RFQs/RFPs, site data, and customer requirements to design end-to-end logistics solutions covering inbound, warehousing, VAS, order fulfilment, linehaul, and last-mile delivery.
2. Develop warehouse layouts, process flows, manpower plans, fleet models, and capacity assumptions including space, racking, and MHE requirements.
3. Build costing models and commercial proposals across warehousing and transport, including resource cost, vendor buy rates, buffer, and margin.
4. Validate feasibility with warehouse operations, transport operations, control tower, and partner vendors, identifying risks and mitigation strategies.
5. Prepare SOPs, service KPIs, assumptions, risk registers, and customer presentation materials for proposals and due diligence.
6. Support implementation handover, ensuring smooth transition from solutioning to operations without "promise vs reality" gaps.
7. Maintain a solution library (templates, calculators, rate cards, benchmarks) to improve turnaround time and competitiveness.

Prime Skills

- | | |
|---|---------------------------------|
| 1. Budget and Cost Management | 9. Load Distribution Analysis |
| 2. Business Environment Analytics | 10. Process Optimisation |
| 3. Business Intelligence | 11. Project Management |
| 4. Cost-Benefit Analysis | 12. Reporting and Documentation |
| 5. Demand and Supply Analysis | 13. Resource Management |
| 6. Distribution Planning | 14. Service Level Management |
| 7. Documentation Management and Control | 15. Vendor Management |
| 8. Feasibility Analysis | 16. Warehouse Layout Design |

17. Prompt Engineering

19. Testing

18. Process Re-engineering

20. Digital and Physical Prototyping

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Logistics Planner****Additional Skills:**

- Operations Management
- Supply Chain Management
- Transport Management System (TMS) Administration

Additional Certifications:

N/A - no additional certifications are mandatory for this role

2. Logistics Manager**Additional Skills:**

- People and Performance Management
- Operations Management
- Account Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

3. Operations Manager**Additional Skills:**

- Operations Management
- Workflow Automation
- Organisational Analysis Management

Additional Certifications:

N/A - no additional certifications are mandatory for this role

4. QA Specialist**Additional Skills:**

- Product Testing
- Software Testing
- Continuous Integration and Continuous Deployment (CI/CD)

Additional Certifications:

N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

5. Data Modeler

Additional Skills:	Additional Certifications:
• Data Wrangling • SQL / Database Querying • Statistical Analytics	N/A – no additional certifications are mandatory for this role

6. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Excellence • Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Logistics Administrator



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Data, Network and Operations Performance

Job Purpose



To manage logistics documentation and records to ensure compliance, accuracy, and operational transparency.

Key Activities

1. Maintain accurate parcel and delivery records across operational systems to support real-time visibility, reporting, and performance monitoring.
2. Process and validate operational documentation related to delivery exceptions, returns, redeliveries, and proof of delivery, ensuring completeness and audit readiness.
3. Support operations and analytics teams by compiling daily updates on pending cases, exceptions, and status discrepancies for review and escalation.
4. Update tracking systems and operational dashboards to reflect confirmed events and outcomes, ensuring data consistency across network stages.
5. Assist with preparation of supporting documentation for performance reviews, claims, adjustments, and internal audits, in accordance with defined procedures.

Prime Skills

- | | |
|---|--------------------------------|
| 1. Claims Management | 6. Invoice Processing |
| 2. Complaint Handling and Conflict Resolution | 7. Reporting and Documentation |
| 3. Customer Experience Management | 8. Returns Processing |
| 4. Dashboard Creation and Visualisation | 9. Service Excellence |
| 5. Documentation Management and Control | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Logistics Analyst**

Additional Skills:	Additional Certifications:
• Data Wrangling • Business Intelligence • Statistical Analytics	N/A – no additional certifications are mandatory for this role

2. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Environment and Social Governance	N/A – no additional certifications are mandatory for this role

3. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• SQL / Database Querying • Big Data Analytics • Business Intelligence	N/A – no additional certifications are mandatory for this role

4. Logistics Planner

Additional Skills:	Additional Certifications:
• Distribution Planning • Resource Management • Operations Management	N/A – no additional certifications are mandatory for this role

5. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Distribution Planning • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

6. Process Improvement Executive

Additional Skills:	Additional Certifications:
• People and Performance Management • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Counter Service Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Retail Administration • Packaging Process	N/A – no additional certifications are mandatory for this role

8. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Transportation Management • Service Level Management • Equipment Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

9. Control Tower Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Data Wrangling • Data Visualisation and Storytelling	N/A – no additional certifications are mandatory for this role

10. Branch Administration Clerk

Additional Skills:	Additional Certifications:
• Customer Management • Retail Administration • Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

11. Customer Service Executive

Additional Skills:	Additional Certifications:
• Service Quality Management • Customer Behaviour Analysis • Technical Sales Support	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

IT / Systems Manager



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Digital Logistics Technology and Systems

Job Purpose

To lead and optimise logistics systems to ensure reliable, secure, and efficient digital operations across the delivery network.

Key Activities

1. Oversee the planning, implementation and performance of logistics systems (e.g., tracking, route optimisation, hub automation) to support both collection and delivery operations.
2. Define systems requirements in partnership with operations, IT and analytics teams, and lead end-to-end delivery of digital logistics projects.
3. Manage vendor relationships for software/hardware solutions, negotiate service-level agreements, and monitor solution performance against KPIs.
4. Drive continuous improvement by analysing system usage, identifying bottlenecks, and recommending automation or workflow enhancements.
5. Ensure logistics systems comply with regulatory and operational standards (data privacy, connectivity, service SLA) for postal and courier operations.
6. Monitor system health, downtime and issue resolution metrics; lead incident review and root-cause analysis of system failures affecting operations.
7. Prepare executive-level reports on system performance, cost-benefit of digital projects, and roadmap for future logistics technology investments.

Prime Skills

- | | |
|-----------------------------------|---|
| 1. Applications Integration | 10. Internet of Things (IoT) Management |
| 2. Business Process Management | 11. Process Optimisation |
| 3. Business Intelligence | 12. Project Management |
| 4. Continuous Improvement | 13. RCA and Corrective Action |
| 5. Contract Management | 14. Reporting and Documentation |
| 6. Cost-Benefit Analysis | 15. Security Governance |
| 7. Crisis Management | 16. Security Strategy |
| 8. Data Governance | 17. Service Level Management |
| 9. Emerging Technology Monitoring | 18. Software Development Lifecycle (SDLC) |

19. Systems Integration	21. Workflow Automation
20. Vendor Management	

Certification(s)
N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Product Manager

Additional Skills:	Additional Certifications:
• Product Management • Product Advisory • Business Needs Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

IT Infrastructure Engineer



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Digital Logistics Technology and Systems

Job Purpose

Ensures the availability, stability, and scalability of digital infrastructure that underpins logistics systems and network operations.

Key Activities

1. Manage and maintain IT infrastructure supporting logistics systems, including servers, networks, cloud environments, and system integrations.
2. Monitor infrastructure performance, uptime, and capacity, proactively identifying risks that may impact logistics operations.
3. Implement infrastructure enhancements, patches, and configuration changes to improve system stability, security, and scalability.
4. Coordinate with application, cybersecurity, and operations teams to support system deployments, upgrades, and incident recovery.
5. Maintain infrastructure documentation, standards, and controls to support compliance, audits, and operational continuity.

Prime Skills

- | | |
|--|------------------------------|
| 1. Operating Hardware and Software Systems | 9. Preventive Maintenance |
| 2. Configuration Management | 10. Reliability Engineering |
| 3. Systems Integration | 11. Workflow Automation |
| 4. Troubleshooting | 12. Applications Integration |
| 5. Incident Management | 13. SQL / Database Querying |
| 6. Disaster Recovery Management | 14. Database Management |
| 7. Security Monitoring | 15. Failure Analysis |
| 8. Information Security | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. IT / Systems Manager

Additional Skills:	Additional Certifications:
- Contract Management - Cost-Benefit Analysis - Crisis Management	N/A - no additional certifications are mandatory for this role

2. Senior Systems Analyst

Additional Skills:	Additional Certifications:
- Emerging Technology Synthesis - Security Assessment and Testing - Software Development Lifecycle (SDLC)	N/A - no additional certifications are mandatory for this role

3. Solution / Enterprise Architect (Systems)

Additional Skills:	Additional Certifications:
- Product Requirements - Feasibility Analysis - Emerging Technology Monitoring	N/A - no additional certifications are mandatory for this role

4. QA Specialist

Additional Skills:	Additional Certifications:
- Product Testing - Software Testing - Continuous Integration and Continuous Deployment (CI/CD)	N/A - no additional certifications are mandatory for this role

5. Data Modeler

Additional Skills:	Additional Certifications:
- Data Wrangling - Statistical Analytics - Database Design	N/A - no additional certifications are mandatory for this role

6. Product Owner

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Business Needs Analysis - Project Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Product Manager

Additional Skills:	Additional Certifications:
• Product Management • Product Advisory • Business Needs Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

IT Support Engineer



First Mile

Middle Mile

Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Digital Logistics Technology and Systems

Job Purpose

Provides first-line technical support to keep logistics systems and devices usable for operational and control tower teams.

Key Activities

1. Provide first-line technical support for logistics systems and devices (e.g. tracking platforms, handheld scanners, terminals, dashboards), resolving incidents in line with SLAs.
2. Troubleshoot and log system, hardware, and connectivity issues affecting operational users, escalating unresolved cases to relevant engineering teams.
3. Support system access, basic configuration, and user setup for operational staff across hubs, branches, and control tower teams.
4. Monitor recurring issues and maintain incident records to support root-cause analysis and system improvement initiatives.
5. Follow defined IT service management and security procedures to ensure system integrity and data protection.

Prime Skills

- | | |
|--|-----------------------------|
| 1. Troubleshooting | 6. Configuration Management |
| 2. Incident Management | 7. Applications Integration |
| 3. Operating Hardware and Software Systems | 8. Information Security |
| 4. Equipment Operation | 9. Failure Analysis |
| 5. Equipment Testing | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Business Analyst**

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • System Thinking	N/A - no additional certifications are mandatory for this role

2. Systems Analyst

Additional Skills:	Additional Certifications:
• Statistical Analytics • Automation Process Control • Testing	N/A - no additional certifications are mandatory for this role

3. Senior Systems Analyst

Additional Skills:	Additional Certifications:
• Emerging Technology Synthesis • Security Assessment and Testing • Software Development Lifecycle (SDLC)	N/A - no additional certifications are mandatory for this role

4. IT Infrastructure Engineer

Additional Skills:	Additional Certifications:
• Systems Integration • Disaster Recovery Management • Security Monitoring	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

UI / UX Engineer



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Digital Logistics Technology and Systems

Job Purpose



Designs intuitive and efficient user interfaces that enable accurate, fast, and error-free use of logistics systems.

Key Activities

1. Design and refine user interfaces for logistics systems used by operational, control tower, and support teams, focusing on clarity, speed, and accuracy.
2. Translate operational workflows and user requirements into wireframes, prototypes, and interface designs aligned with system constraints.
3. Conduct usability testing and incorporate feedback to reduce friction, errors, and training effort in logistics system usage.
4. Collaborate with developers, systems analysts, and product owners to ensure UI designs are feasible, consistent, and correctly implemented.
5. Maintain UI/UX standards, design components, and documentation to support scalable and consistent system experiences.

Prime Skills

- | | |
|--|------------------------------------|
| 1. User Interface Design | 9. Data Wrangling |
| 2. User Experience Design | 10. Product Performance Management |
| 3. Product Design and Development | 11. Continuous Improvement |
| 4. Product Requirements | 12. Applications Integration |
| 5. Workflow Automation | 13. Information Security |
| 6. Usability Testing | 14. Prompt Engineering |
| 7. Data Visualisation and Storytelling | 15. Front-End Technologies |
| 8. Business Environment Analytics | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Product Manager**

Additional Skills:	Additional Certifications:
• Product Management • Product Advisory • Business Needs Analysis	N/A – no additional certifications are mandatory for this role

2. Product Owner

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • Project Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Senior Systems Analyst



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Digital Logistics Technology and Systems

Job Purpose



To design, enhance, and ensure the effective integration of logistics systems that support seamless digital operations.

Key Activities

1. Analyse, design, and document end-to-end logistics system workflows covering tracking, route optimisation, fulfilment, and automation processes.
2. Collaborate with operations and IT teams to translate business requirements into system specifications and functional designs.
3. Lead system configuration, integration, and testing for new or upgraded logistics platforms (e.g., WMS, TMS, parcel tracking systems).
4. Monitor system performance, identify functional gaps or inefficiencies, and propose technical improvements or automation solutions.
5. Oversee data migration, API integration, and user acceptance testing (UAT) to ensure seamless deployment of digital logistics tools.
6. Provide technical guidance to system users and ensure that operational staff are trained on new functionalities.
7. Prepare documentation, process maps, and reports to support system governance and audit requirements.

Prime Skills

- | | |
|---|---|
| 1. Applications Integration | 8. Process Optimisation |
| 2. Business Process Management | 9. Reporting and Documentation |
| 3. Continuous Improvement | 10. Security Assessment and Testing |
| 4. Data Visualisation and Storytelling | 11. Software Development Lifecycle (SDLC) |
| 5. Documentation Management and Control | 12. Systems Integration |
| 6. Emerging Technology Synthesis | 13. Workflow Automation |
| 7. Information Security | 14. Failure Analysis |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. IT / Systems Manager**

Additional Skills:	Additional Certifications:
• Contract Management • Cost-Benefit Analysis • Crisis Management	N/A - no additional certifications are mandatory for this role

2. QA Specialist

Additional Skills:	Additional Certifications:
• Product Testing • Software Testing • Continuous Integration and Continuous Deployment (CI/CD)	N/A - no additional certifications are mandatory for this role

3. Product Owner

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • Project Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Systems Analyst



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Digital Logistics Technology and Systems

Job Purpose

To analyse and improve logistics workflows by implementing digital and automation solutions that enhance operational efficiency.

Key Activities

1. Map and analyse process workflows using data analytics to identify inefficiencies and improvement opportunities.
2. Recommend and implement automation tools for sorting, tracking, and customer communication enhancements across delivery operations.
3. Collaborate with IT and operations teams to integrate new digital systems into daily postal and courier workflows.
4. Monitor system performance and user feedback to assess effectiveness and continuously improve digital solutions.
5. Prepare reports and presentations to communicate operational insights and efficiency gains to stakeholders.

Prime Skills

- | | |
|---------------------------------------|--------------------------------|
| 1. Applications Integration | 7. RCA and Corrective Action |
| 2. Automation Process Control | 8. Reporting and Documentation |
| 3. Continuous Improvement | 9. Statistical Analytics |
| 4. Information Security | 10. Systems Integration |
| 5. Problem Identification and Solving | 11. Workflow Automation |
| 6. Process Optimisation | 12. Testing |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. IT Support Engineer**

Additional Skills:	Additional Certifications:
- Incident Management - Operating Hardware and Software Systems - Equipment Operation	N/A - no additional certifications are mandatory for this role

2. Senior Systems Analyst

Additional Skills:	Additional Certifications:
- Emerging Technology Synthesis - Security Assessment and Testing - Software Development Lifecycle (SDLC)	N/A - no additional certifications are mandatory for this role

3. Cybersecurity Analyst

Additional Skills:	Additional Certifications:
- Business Intelligence - Access Control Management - Applied Encryption and Cryptography	N/A - no additional certifications are mandatory for this role

4. Data Modeler

Additional Skills:	Additional Certifications:
- Data Wrangling - SQL / Database Querying - Database Design	N/A - no additional certifications are mandatory for this role

5. Business Analyst

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Business Needs Analysis - System Thinking	N/A - no additional certifications are mandatory for this role

6. Process Improvement Executive

Additional Skills:	Additional Certifications:
- People and Performance Management - Resource Management - Organisational Change Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Risk Analyst (Data)

Additional Skills:	Additional Certifications:
• Audit Management • Artificial Intelligence Ethics and Governance • Data Ethics	N/A – no additional certifications are mandatory for this role

8. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Senior Software Developer (Logistics)



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Digital Logistics Technology and Systems

Job Purpose

To build and maintain robust logistics software systems that enable efficient, scalable, and secure postal operations.

Key Activities

1. Design, develop, and maintain software systems that support logistics operations, including parcel tracking, route optimisation, and digital fulfilment platforms.
2. Collaborate with systems analysts and logistics teams to translate business requirements into functional software solutions.
3. Develop APIs and integrate third-party systems (e.g., mapping tools, warehouse management systems, payment gateways).
4. Conduct unit testing, debugging, and performance tuning to ensure reliability and scalability of logistics applications.
5. Lead code reviews and provide mentorship to junior developers to maintain high technical standards.
6. Ensure system security, data accuracy, and compliance with company IT and data protection policies.
7. Participate in DevOps processes, continuous integration (CI/CD), and release management for logistics software products.

Prime Skills

- | | |
|---|---|
| 1. Applications Integration | 10. Security Programme Management |
| 2. Back-End Technologies | 11. Software Development Lifecycle (SDLC) |
| 3. Business Intelligence | 12. Software Configuration |
| 4. Data Governance | 13. Systems Integration |
| 5. Data Privacy and Security | 14. Troubleshooting |
| 6. Documentation Management and Control | 15. Workflow Automation |
| 7. Information Security | 16. Prompt Engineering |
| 8. Programming Coding and Scripting | 17. Software Testing |
| 9. Security Assessment and Testing | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. IT / Systems Manager****Additional Skills:**

- Contract Management
- Cost-Benefit Analysis
- Crisis Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Senior Automation Developer**Additional Skills:**

- Business Process Management
- Reporting and Documentation
- Robotic Process Automation (RPA) Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Software Developer (Logistics)



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Digital Logistics Technology and Systems

Job Purpose



To develop and maintain logistics software applications that support accurate tracking, fulfilment, and operational efficiency.

Key Activities

1. Design, code, and test logistics-related software applications including tracking, fulfilment, and route optimisation systems.
2. Collaborate with systems analysts and operations teams to understand requirements and translate them into technical solutions.
3. Integrate APIs and external systems such as payment gateways, mapping tools, and warehouse management platforms.
4. Debug, troubleshoot, and maintain existing systems to ensure stability and accuracy of logistics data.
5. Participate in software release cycles and support deployment across development, staging, and production environments.
6. Document system architecture, workflows, and technical specifications to ensure maintainability.
7. Provide basic user support, training, and technical assistance to logistics operations teams.

Prime Skills

- | | |
|--|--|
| 1. Applications Integration | 8. Security Monitoring |
| 2. Information Security | 9. Systems Integration |
| 3. Programming Coding and Scripting | 10. Troubleshooting |
| 4. RCA and Corrective Action | 11. Workflow Automation |
| 5. Reporting and Documentation | 12. Prompt Engineering |
| 6. Software Development Lifecycle (SDLC) | 13. Software Testing |
| 7. Software Security | 14. Continuous Integration and Continuous Deployment (CI/CD) |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Business Analyst

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Business Needs Analysis - System Thinking	N/A - no additional certifications are mandatory for this role

2. IT Support Engineer

Additional Skills:	Additional Certifications:
- Incident Management - Operating Hardware and Software Systems - Equipment Operation	N/A - no additional certifications are mandatory for this role

3. Senior Software Developer (Logistics)

Additional Skills:	Additional Certifications:
- Business Intelligence - Data Governance - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

4. Solution / Enterprise Architect (Systems)

Additional Skills:	Additional Certifications:
- Product Requirements - Feasibility Analysis - Emerging Technology Monitoring	N/A - no additional certifications are mandatory for this role

5. Automation Developer

Additional Skills:	Additional Certifications:
- Automation Process Control - Back-End Technologies - Continuous Improvement	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cybersecurity Developer



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Digital Logistics Technology and Systems

Job Purpose

To develop and implement secure systems and coding practices to protect logistics platforms and maintain operational continuity.

Key Activities

1. Implement secure coding and system configuration standards for logistics systems (e.g., parcel tracking, route management, handheld applications).
2. Support vulnerability remediation by developing patches, configuration updates, or script-based fixes.
3. Work with IT and operations to secure access to hub, depot, and delivery systems while supporting smooth operational continuity.
4. Assist in developing monitoring and alerting functions for system security, including log analysis and threat detection.
5. Support incident response activities by contributing to root-cause fixes and improving system resilience after security events.
6. Maintain documentation of technical security controls and ensure compliance with internal security policies and industry standards.

Prime Skills

- | | |
|--|---|
| 1. Access Control Management | 10. Programming Coding and Scripting |
| 2. Applied Encryption and Cryptography | 11. RCA and Corrective Action |
| 3. Business Intelligence | 12. Reporting and Documentation |
| 4. Cyber and Data Breach Incident Management | 13. Security Assessment and Testing |
| 5. Cyber Forensics | 14. Security Governance |
| 6. Cyber Risk Management | 15. Security Programme Management |
| 7. Cybersecurity Management | 16. Software Development Lifecycle (SDLC) |
| 8. Data Privacy and Security | 17. Statistical Analytics |
| 9. Documentation Management and Control | 18. Systems Integration |

19. Threat and Vulnerability Management	21. Vulnerability Assessment and Penetration Testing
20. Troubleshooting	22. Artificial Intelligence Security

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Solution / Enterprise Architect (Systems)

Additional Skills:	Additional Certifications:
- Product Requirements - Feasibility Analysis - Emerging Technology Monitoring	N/A - no additional certifications are mandatory for this role

2. Data Engineer

Additional Skills:	Additional Certifications:
- Dashboard Creation and Visualisation - Data Wrangling - SQL / Database Querying	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Cybersecurity Analyst



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Digital Logistics Technology and Systems

Job Purpose

To monitor, assess, and respond to security risks to safeguard logistics operations and ensure system resilience.

Key Activities

1. Monitor and analyse security alerts across parcel scanning, tracking platforms, hub systems and fleet telemetry.
2. Conduct vulnerability assessments, penetration tests and risk reviews in courier/processing environments.
3. Collaborate with operations and IT teams to ensure security controls align with SLA, processing continuity and regulatory compliance.
4. Develop and maintain incident response plans for processing system security events and support post-incident reviews.
5. Maintain security documentation, policies and training for operations, hub floor, fulfilment centres and courier IT systems.

Prime Skills

- | | |
|--|--|
| 1. Access Control Management | 12. Security Assessment and Testing |
| 2. Applied Encryption and Cryptography | 13. Security Governance |
| 3. Business Intelligence | 14. Security Programme Management |
| 4. Cyber and Data Breach Incident Management | 15. Software Development Lifecycle (SDLC) |
| 5. Cyber Risk Management | 16. Statistical Analytics |
| 6. Cybersecurity Management | 17. Systems Integration |
| 7. Data Privacy and Security | 18. Threat and Vulnerability Management |
| 8. Documentation Management and Control | 19. Troubleshooting |
| 9. Programming Coding and Scripting | 20. Vulnerability Assessment and Penetration Testing |
| 10. RCA and Corrective Action | 21. Artificial Intelligence Security |
| 11. Reporting and Documentation | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. IT Support Engineer

Additional Skills:

- Incident Management
- Operating Hardware and Software Systems
- Equipment Operation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Systems Analyst

Additional Skills:

- Automation Process Control
- Testing
- Applications Integration

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Cybersecurity Developer

Additional Skills:

Cyber Forensics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. QA Specialist

Additional Skills:

- Product Testing
- Software Testing
- Continuous Integration and Continuous Deployment (CI/CD)

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Data Modeler

Additional Skills:

- Data Wrangling
- SQL / Database Querying
- Database Design

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Business Analyst

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • System Thinking	N/A – no additional certifications are mandatory for this role

7. Risk Analyst (Data)

Additional Skills:	Additional Certifications:
• Audit Management • Artificial Intelligence Ethics and Governance • Data Ethics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Senior Automation Developer



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Digital Logistics Technology and Systems

Job Purpose

To design and deliver automation solutions that increase operational efficiency and reduce manual workload across logistics processes.

Key Activities

1. Design and develop automation solutions to streamline logistics workflows, including parcel sorting, scanning, data entry, and routing operations.
2. Collaborate with IT and operations teams to identify repetitive or manual processes suitable for automation using RPA, scripts, or integration tools.
3. Build and maintain bots or automation frameworks using platforms such as UiPath, Power Automate, or custom Python-based solutions.
4. Test and deploy automation workflows to ensure reliability, scalability, and minimal downtime during logistics operations.
5. Monitor automation performance, troubleshoot system errors, and implement corrective enhancements.
6. Develop documentation, process maps, and standard operating procedures (SOPs) for each automation deployment.
7. Provide mentorship and technical guidance to junior developers and support staff on automation best practices.

Prime Skills

- | | |
|---|--|
| 1. Automation Process Control | 10. RCA and Corrective Action |
| 2. Applications Integration | 11. Reporting and Documentation |
| 3. Business Process Management | 12. Robotic Process Automation (RPA) Development |
| 4. Back-End Technologies | 13. Security Assessment and Testing |
| 5. Continuous Improvement | 14. Software Development Lifecycle (SDLC) |
| 6. Documentation Management and Control | 15. Troubleshooting |
| 7. People and Performance Management | 16. Workflow Automation |
| 8. Process Optimisation | 17. Prompt Engineering |
| 9. Programming Coding and Scripting | 18. Process Re-engineering |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. IT / Systems Manager****Additional Skills:**

- Contract Management
- Cost-Benefit Analysis
- Crisis Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Senior Software Developer (Logistics)**Additional Skills:**

- Business Intelligence
- Data Governance
- Data Privacy and Security

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Automation Developer



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Digital Logistics Technology and Systems

Job Purpose



To develop and support automation solutions that streamline daily logistics operations and improve productivity.

Key Activities

1. Develop, test, and deploy automation scripts, bots, and tools to enhance operational efficiency across logistics workflows.
2. Work with operations and IT teams to identify repetitive tasks that can be automated in parcel processing, data management, or route tracking.
3. Configure and maintain automation platforms (e.g., UiPath, Power Automate, or custom scripts) to integrate with logistics systems.
4. Monitor automation performance and resolve issues to ensure uninterrupted processing of operational tasks.
5. Document automation workflows, logic, and exception handling to support maintenance and auditing.
6. Support continuous improvement initiatives by proposing enhancements to existing automation tools.
7. Collaborate with senior automation developers or systems analysts to ensure alignment with broader digital transformation goals.

Prime Skills

- | | |
|-------------------------------------|--|
| 1. Automation Process Control | 9. Robotic Process Automation (RPA) Development |
| 2. Applications Integration | 10. Security Assessment and Testing |
| 3. Back-End Technologies | 11. Software Development Lifecycle (SDLC) |
| 4. Continuous Improvement | 12. Troubleshooting |
| 5. Process Optimisation | 13. Workflow Automation |
| 6. Programming Coding and Scripting | 14. Prompt Engineering |
| 7. RCA and Corrective Action | 15. Process Re-engineering |
| 8. Reporting and Documentation | 16. Continuous Integration and Continuous Deployment (CI/CD) |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. IT Support Engineer****Additional Skills:**

- Incident Management
- Operating Hardware and Software Systems
- Equipment Operation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Business Analyst**Additional Skills:**

- Requirements Definition and Management
- Business Needs Analysis
- System Thinking

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Senior Automation Engineer



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Digital Logistics Technology and Systems

Job Purpose



To lead the implementation and optimisation of automation technologies that increase processing capacity, safety, and reliability.

Key Activities

1. Oversee the planning, installation, and commissioning of automation solutions, ensuring seamless integration with processing workflows.
2. Manage vendor relationships, contract compliance, and engineering escalations for critical system issues.
3. Analyse automation performance trends and develop action plans that enhance capacity, reduce errors, and improve service reliability.
4. Guide risk assessments, safety compliance checks, and change management activities related to automation upgrades.
5. Provide technical leadership and coaching to junior automation staff and operations teams on equipment usage and incident response.
6. Plan and execute major optimisation projects, including scaling automation for peak volumes and future network growth.

Prime Skills

- | | |
|---|-------------------------------------|
| 1. Automation Process Control | 10. Project Management |
| 2. Continuous Improvement | 11. RCA and Corrective Action |
| 3. Computer-Aided Design (CAD) | 12. Service Level Management |
| 4. Contract Management | 13. Security Assessment and Testing |
| 5. Documentation Management and Control | 14. Systems Integration |
| 6. Embedded Systems Integration | 15. Troubleshooting |
| 7. Emerging Technology Synthesis | 16. Vendor Management |
| 8. People and Performance Management | 17. Failure Analysis |
| 9. Process Optimisation | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Solution / Enterprise Architect (Systems)****Additional Skills:**

- Product Requirements
- Feasibility Analysis
- Emerging Technology Monitoring

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Senior Automation Developer**Additional Skills:**

- Business Process Management
- Reporting and Documentation
- Robotic Process Automation (RPA) Development

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Product Owner**Additional Skills:**

- Requirements Definition and Management
- Business Needs Analysis
- User Testing and Usability Testing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Product Manager**Additional Skills:**

- Product Management
- Product Advisory
- Business Needs Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Automation Engineer



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Digital Logistics Technology and Systems

Job Purpose



To maintain, optimise, and improve hub automation systems to ensure operational reliability, efficiency, and safety.

Key Activities

1. Coordinate with vendors and engineering teams for maintenance, troubleshooting, and repair of automation systems in hubs/processing centres.
2. Conduct regular reliability checks and performance reviews to minimise downtime and improve system stability.
3. Manage spare parts inventory and facilitate timely replacements to support operational continuity.
4. Assist in design drafting and modification of automation layouts and components for local process requirements.
5. Test and validate system upgrades or new automation deployments in collaboration with regional and site teams.
6. Support continuous improvement initiatives to enhance processing speed, accuracy, and safety.

Prime Skills

- | | |
|----------------------------------|-------------------------------------|
| 1. Automation Process Control | 8. Predictive Maintenance |
| 2. Continuous Improvement | 9. Preventive Maintenance |
| 3. Computer-Aided Design (CAD) | 10. RCA and Corrective Action |
| 4. Contract Management | 11. Security Assessment and Testing |
| 5. Embedded Systems Integration | 12. Systems Integration |
| 6. Emerging Technology Synthesis | 13. Troubleshooting |
| 7. Process Optimisation | 14. Failure Analysis |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Senior Automation Engineer**

Additional Skills:	Additional Certifications:
• Documentation Management and Control • People and Performance Management • Project Management	N/A – no additional certifications are mandatory for this role

2. IT Support Engineer

Additional Skills:	Additional Certifications:
• Incident Management • Operating Hardware and Software Systems • Equipment Operation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Solution / Enterprise Architect (Systems)



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Digital Logistics Technology and Systems

Job Purpose



To design and govern end-to-end system architectures that enable scalable, secure, and high-performance logistics operations.

Key Activities

1. Assess functional and technical requirements for new or enhanced digital logistics systems across first mile, middle mile, and last mile operations.
2. Design solution architectures covering system components, data flows, integrations (APIs, middleware), and platform dependencies to support operational needs.
3. Evaluate vendor solutions, technology stacks, and system capabilities against operational requirements, architecture principles, and security standards.
4. Develop architecture artefacts including solution diagrams, integration blueprints, and technical specifications to guide development and implementation teams.
5. Support system testing and deployment activities (e.g. SIT, UAT, rollout planning) by validating architectural alignment and performance requirements.
6. Ensure solutions comply with cybersecurity, data governance, and regulatory requirements relevant to logistics operations.
7. Provide post-implementation review and recommendations to improve system scalability, resilience, and maintainability.

Prime Skills

- | | |
|-----------------------------|--|
| 1. Systems Integration | 7. Operating Hardware and Software Systems |
| 2. Applications Integration | 8. Product Requirements |
| 3. Database Design | 9. Feasibility Analysis |
| 4. Data Modelling | 10. Business Environment Analytics |
| 5. Workflow Automation | 11. Emerging Technology Monitoring |
| 6. Back-End Technologies | 12. Technical Presentation |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. IT / Systems Manager**

Additional Skills:	Additional Certifications:
- Contract Management - Cost-Benefit Analysis - Crisis Management	N/A - no additional certifications are mandatory for this role

2. Senior Systems Analyst

Additional Skills:	Additional Certifications:
- Emerging Technology Synthesis - Security Assessment and Testing - Software Development Lifecycle (SDLC)	N/A - no additional certifications are mandatory for this role

3. Senior Software Developer (Logistics)

Additional Skills:	Additional Certifications:
- Business Intelligence - Data Governance - Data Privacy and Security	N/A - no additional certifications are mandatory for this role

4. Senior Automation Developer

Additional Skills:	Additional Certifications:
- Business Process Management - Reporting and Documentation - Robotic Process Automation (RPA) Development	N/A - no additional certifications are mandatory for this role

5. Senior Automation Engineer

Additional Skills:	Additional Certifications:
- Documentation Management and Control - People and Performance Management - Project Management	N/A - no additional certifications are mandatory for this role

6. QA Specialist

Additional Skills:	Additional Certifications:
- Product Testing - Software Testing - Continuous Integration and Continuous Deployment (CI/CD)	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Data Engineer

Additional Skills:	Additional Certifications:
• Dashboard Creation and Visualisation • Data Wrangling • SQL / Database Querying	N/A – no additional certifications are mandatory for this role

8. Product Manager

Additional Skills:	Additional Certifications:
• Product Management • Product Advisory • Business Needs Analysis	N/A – no additional certifications are mandatory for this role

9. Product Owner

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • Project Management	N/A – no additional certifications are mandatory for this role

10. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Distribution Planning • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

QA Specialist



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Digital Logistics Technology and Systems

Job Purpose

To test, validate, and ensure the accuracy and stability of logistics systems to support seamless operations.

Key Activities

1. Execute functional and regression testing for logistics systems including parcel scanning, tracking updates, depot/hub system interfaces and delivery applications.
2. Verify data accuracy and system behaviour during software updates, ensuring operational processes are not impacted.
3. Log system defects, document steps for reproduction, and follow up with development/vendor teams until resolution.
4. Support UAT (User Acceptance Testing) with operations teams before new features or enhancements go live.
5. Assist in validating integration between logistics systems (WMS/TMS/handheld apps) and tracking/customer visibility platforms.
6. Maintain test documentation, scenarios, and readiness checklists to support ongoing system stability.

Prime Skills

- | | |
|--|--|
| 1. Troubleshooting | 11. Continuous Improvement |
| 2. Incident Management | 12. Information Security |
| 3. Workflow Automation | 13. Failure Analysis |
| 4. Systems Integration | 14. Product Testing |
| 5. Applications Integration | 15. Software Testing |
| 6. Data Wrangling | 16. Test Planning |
| 7. SQL / Database Querying | 17. Continuous Integration and Continuous Deployment (CI/CD) |
| 8. Data Visualisation and Storytelling | 18. Front-End Technologies |
| 9. Product Requirements | 19. Back-End Technologies |
| 10. Product Performance Management | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Product Owner****Additional Skills:**

- Requirements Definition and Management
- Business Needs Analysis
- Project Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Product Manager**Additional Skills:**

- Product Management
- Product Advisory
- Business Needs Analysis

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Data Modeler**Additional Skills:**

- Statistical Analytics
- Database Design
- Data Modelling

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Engineer



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Digital Logistics Technology and Systems

Job Purpose



Builds and maintains reliable data pipelines that enable real-time visibility, analytics, and performance reporting across logistics operations.

Key Activities

1. Design, build, and maintain data pipelines that ingest, transform, and consolidate logistics data from operational systems (e.g. tracking, TMS, WMS, control tower platforms).
2. Ensure data availability, accuracy, and timeliness to support real-time monitoring, analytics, and performance reporting.
3. Implement data processing logic to handle high-volume, event-based logistics data such as scans, status updates, and exceptions.
4. Monitor data quality, pipeline performance, and failures, resolving issues and coordinating fixes with system and infrastructure teams.
5. Support integration of new systems and data sources, ensuring consistent data definitions and minimal disruption to downstream users.
6. Maintain technical documentation for data pipelines, transformations, and dependencies in line with governance standards.

Prime Skills

- | | |
|-----------------------------|--|
| 1. Data Engineering | 10. Data Visualisation and Storytelling |
| 2. Data Wrangling | 11. Dashboard Creation and Visualisation |
| 3. Data Modelling | 12. Statistical Analytics |
| 4. Database Management | 13. Predictive Modelling |
| 5. SQL / Database Querying | 14. Troubleshooting |
| 6. Workflow Automation | 15. Data Governance |
| 7. Applications Integration | 16. Data Privacy and Security |
| 8. Systems Integration | 17. Data Protection Management |
| 9. Back-End Technologies | 18. Information Security |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Senior Systems Analyst

Additional Skills:

- Emerging Technology Synthesis
- Security Assessment and Testing
- Software Development Lifecycle (SDLC)

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Data Modeler

Additional Skills:

- Database Design
- Business Environment Analytics
- Problem Identification and Solving

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. IT / Systems Manager

Additional Skills:

- Contract Management
- Cost-Benefit Analysis
- Crisis Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Solution / Enterprise Architect (Systems)

Additional Skills:

- Product Requirements
- Feasibility Analysis
- Emerging Technology Monitoring

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Modeler



First Mile



Middle Mile



Last Mile

**Data, Digital
and Operations
Management**

Support

Cluster

Digital Logistics Technology and Systems

Job Purpose

Defines and governs data structures that accurately represent logistics operations and ensure consistency across reporting, analytics, and operational systems.

Key Activities

1. Design and maintain logical and physical data models representing logistics entities such as parcels, consignments, routes, events, exceptions, and network nodes.
2. Define data relationships, hierarchies, and standards to ensure consistency across reporting, analytics, and operational dashboards.
3. Collaborate with data engineers, analysts, and system owners to align data models with operational workflows and system constraints.
4. Support data governance initiatives by defining data definitions, metadata, and lineage for key logistics data elements.
5. Review and validate data model changes resulting from new systems, enhancements, or process changes to prevent downstream inconsistencies.
6. Provide guidance on data usage patterns to support KPI measurement, SLA tracking, and network performance analysis.

Prime Skills

- | | |
|-----------------------------------|--|
| 1. Data Engineering | 8. Systems Integration |
| 2. Database Design | 9. Applications Integration |
| 3. Database Management | 10. Statistical Analytics |
| 4. SQL / Database Querying | 11. Predictive Modelling |
| 5. Data Wrangling | 12. Problem Identification and Solving |
| 6. Business Environment Analytics | 13. Continuous Improvement |
| 7. Data Protection Management | 14. Product Performance Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Product Owner

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Business Needs Analysis - Project Management	N/A - no additional certifications are mandatory for this role

2. Senior Systems Analyst

Additional Skills:	Additional Certifications:
- Emerging Technology Synthesis - Security Assessment and Testing - Software Development Lifecycle (SDLC)	N/A - no additional certifications are mandatory for this role

3. Data Engineer

Additional Skills:	Additional Certifications:
- Dashboard Creation and Visualisation - Data Engineering - Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

4. Product Manager

Additional Skills:	Additional Certifications:
- Product Management - Product Advisory - Business Needs Analysis	N/A - no additional certifications are mandatory for this role

5. Solution / Enterprise Architect (Systems)

Additional Skills:	Additional Certifications:
- Product Requirements - Feasibility Analysis - Emerging Technology Monitoring	N/A - no additional certifications are mandatory for this role

6. QA Specialist

Additional Skills:	Additional Certifications:
- Product Testing - Software Testing - Continuous Integration and Continuous Deployment (CI/CD)	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Product Manager



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Digital Logistics Technology and Systems

Job Purpose



Defines and governs digital logistics platforms that enable reliable, scalable courier network operations.

Key Activities

1. Define product vision and roadmap for digital logistics platforms supporting parcel movement, network visibility, and service performance.
2. Balance operational needs, customer experience considerations, and regulatory constraints when prioritising product initiatives.
3. Work with operations, control tower, technology, and business stakeholders to identify systemic problems and shape product solutions.
4. Guide product owners and delivery teams to ensure features align with platform direction, architectural principles, and operational realities.
5. Monitor platform performance, adoption, and operational outcomes to inform roadmap adjustments and improvement priorities.
6. Support governance forums and leadership updates by articulating product trade-offs, risks, and delivery status.

Prime Skills

- | | |
|---|--|
| 1. Product Management | 10. Feasibility Analysis |
| 2. Product Requirements | 11. Problem Identification and Solving |
| 3. Product Performance Management | 12. Systems Integration |
| 4. Product Advisory | 13. Applications Integration |
| 5. Strategy Development and Implementation Management | 14. Solution Design Thinking |
| 6. Business Needs Analysis | 15. System Thinking |
| 7. Business Environment Analytics | 16. Risk Governance |
| 8. Demand and Supply Analysis | 17. Portfolio Management |
| 9. Process Optimisation | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Customer Service Manager****Additional Skills:**

- Service Excellence
- Complaint Handling and Conflict Resolution
- Customer Experience Management

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Area Sales Manager**Additional Skills:**

- Sales Target Management
- Business Opportunities Development
- Forecasting

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Product Owner				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster		Digital Logistics Technology and Systems		
Job Purpose		Owns delivery of features for digital logistics platforms that support operational execution and visibility.		

Key Activities

1. Own and manage the product backlog for assigned logistics systems (e.g. tracking, control tower, operational platforms), ensuring alignment with operational priorities.
2. Translate operational, control tower, and business requirements into clear user stories, acceptance criteria, and release scopes.
3. Work closely with engineering, QA, and systems teams to support feature delivery, testing, and deployment in line with agreed timelines.
4. Prioritise enhancements, fixes, and technical improvements based on operational impact, system stability, and service performance needs.
5. Support UAT and rollout activities with operations teams, ensuring new features are understood, adopted, and fit for purpose.
6. Track delivery outcomes and post-deployment issues, coordinating remediation and incremental improvements.

Prime Skills

- | | |
|---|--|
| 1. Product Requirements | 8. Reporting and Documentation |
| 2. Requirements Definition and Management | 9. Systems Integration |
| 3. Product Performance Management | 10. Applications Integration |
| 4. Business Needs Analysis | 11. User Testing and Usability Testing |
| 5. Problem Identification and Solving | 12. Test Planning |
| 6. Continuous Improvement | 13. Technical Presentation |
| 7. Project Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. QA Specialist

Additional Skills:	Additional Certifications:
• Product Testing • Software Testing • Continuous Integration and Continuous Deployment (CI/CD)	N/A - no additional certifications are mandatory for this role

2. Logistics Solution Designer

Additional Skills:	Additional Certifications:
• Distribution Planning • Resource Management • Process Optimisation	N/A - no additional certifications are mandatory for this role

3. Key Account Manager

Additional Skills:	Additional Certifications:
• Account Management • Sales Target Management • Service Excellence	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Business Analyst



First Mile



Middle Mile



Last Mile


**Data, Digital
and Operations
Management**


Support

Cluster



Digital Logistics Technology and Systems

Job Purpose



Support delivery of digital logistics platforms by documenting operational processes, requirements, and system behaviours.

Key Activities

1. Gather and document operational and system requirements for digital logistics platforms through engagement with operations, control tower, and support teams.
2. Map current and future-state processes related to parcel handling, tracking, exceptions, and network operations to support system enhancements.
3. Translate business and operational needs into functional requirements, use cases, and supporting documentation for product and delivery teams.
4. Support product owners and delivery teams by clarifying requirements, validating assumptions, and responding to queries during development and testing.
5. Assist in UAT preparation by developing test scenarios, supporting user walkthroughs, and documenting feedback and issues.
6. Maintain requirement documentation, process maps, and change records to support traceability and knowledge transfer.

Prime Skills

- | | |
|---|--|
| 1. Requirements Definition and Management | 9. Continuous Improvement |
| 2. Business Needs Analysis | 10. Documentation Management and Control |
| 3. Problem Identification and Solving | 11. Reporting and Documentation |
| 4. System Thinking | 12. RCA and Corrective Action |
| 5. Solution Design Thinking | 13. User Testing and Usability Testing |
| 6. Business Process Management | 14. Business Environment Analytics |
| 7. Process Re-engineering | 15. Prompt Engineering |
| 8. Process Optimisation | 16. Technical Presentation |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. QA Specialist

Additional Skills:

- Product Testing
- Software Testing
- Continuous Integration and Continuous Deployment (CI/CD)

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Product Owner

Additional Skills:

- Project Management
- Test Planning
- Product Requirements

Additional Certifications:

N/A – no additional certifications are mandatory for this role

3. Systems Analyst

Additional Skills:

- Statistical Analytics
- Automation Process Control
- Testing

Additional Certifications:

N/A – no additional certifications are mandatory for this role

4. Performance Data Analyst – KPI and SLA

Additional Skills:

- SQL / Database Querying
- Big Data Analytics
- Business Intelligence

Additional Certifications:

N/A – no additional certifications are mandatory for this role

5. Logistics Analyst

Additional Skills:

- Data Wrangling
- Business Intelligence
- Statistical Analytics

Additional Certifications:

N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Regional Data Analyst – Cross Border

Additional Skills:	Additional Certifications:
• Big Data Analytics • Dashboard Creation and Visualisation • Statistical Analytics	N/A – no additional certifications are mandatory for this role

7. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

8. Process Improvement Executive

Additional Skills:	Additional Certifications:
• People and Performance Management • Resource Management • Organisational Change Management	N/A – no additional certifications are mandatory for this role

9. Logistics Administrator

Additional Skills:	Additional Certifications:
• Claims Management • Customer Experience Management • Returns Processing	N/A – no additional certifications are mandatory for this role

10. Sales Executive (B2C)

Additional Skills:	Additional Certifications:
• Account Management • Customer Experience Management • Sales Target Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Head of Postal Inspectorate



First Mile



Middle Mile



Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Regulatory and Compliance

Job Purpose



To investigate postal crimes, enforce regulations, and ensure network and public safety.

Key Activities

1. Investigate crimes involving the misuse of the postal and courier networks, such as mail fraud, theft, drugs, identity theft, and online scam.
2. Authority to detain illegal items and provide support to legal enforcement agencies to enforce laws related to postal and courier.
3. Ensure the safety of facilities, employees, and mail/parcel—handling threats like suspicious packages or emergencies.
4. Run awareness campaigns and provide information to help the public avoid scams and protect personal information.
5. Prepare case reports to support legal proceedings against identified parties who are misusing the postal/courier networks.

Prime Skills

- | | |
|--|---|
| 1. Artificial Intelligence Ethics and Governance | 11. Loss and Risk Prevention Management |
| 2. Audit and Compliance Strategy Development | 12. Non-Conformance Management |
| 3. Cyber Forensics | 13. Policy Analysis and Development |
| 4. Digital Forensics and Evidence Recovery | 14. Security Governance |
| 5. Emergency Response | 15. Security Strategy |
| 6. Facility and Space Management | 16. Service Excellence |
| 7. Facility Security Policies and Procedures | 17. Reporting and Documentation |
| 8. International Trade Legislation Compliance | 18. Risk Modelling and Validation |
| 9. Knowledge of Legal and Compliance | 19. Workplace Safety and Health |
| 10. Legal and Regulatory Research | |

Certification(s)

N/A – no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Customer Service Manager****Additional Skills:**

- Complaint Handling and Conflict Resolution
- Customer Experience Management
- Technical Presentation

Additional Certifications:

N/A – no additional certifications are mandatory for this role

2. Warehouse Manager**Additional Skills:**

- Inventory Management and Control
- Quality Assurance and Quality Control
- Warehouse Layout Design

Additional Certifications:

OSH Safety Training (DOSH)

3. Hub Manager**Additional Skills:**

- Quality Assurance and Quality Control
- Procurement Management
- Warehouse and Cargo OHS Management

Additional Certifications:

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

4. Transport Manager**Additional Skills:**

- Distribution Planning
- Route Planning and Optimisation
- Transportation Management

Additional Certifications:

Dangerous Goods Handling Certification

5. International Operations Manager**Additional Skills:**

- Documentation Management and Control
- Business Process Management
- Project Management

Additional Certifications:

- Dangerous Goods Handling Certification
- OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

6. Control Tower Manager

Additional Skills:	Additional Certifications:
• Resource Management • Business Needs Analysis • Crisis Management	N/A – no additional certifications are mandatory for this role

7. Operations Manager

Additional Skills:	Additional Certifications:
• Resource Management • Process Optimisation • Operations Management	N/A – no additional certifications are mandatory for this role

8. Network Manager

Additional Skills:	Additional Certifications:
• Distribution Planning • Inclement Weather Operations and Planning • Service Quality Management	N/A – no additional certifications are mandatory for this role

9. Logistics Manager

Additional Skills:	Additional Certifications:
• People and Performance Management • Distribution Planning • Operations Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Regulatory Compliance Officer



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Regulatory and Compliance

Job Purpose



To develop and enforce compliance frameworks to mitigate regulatory risks and ensure operational integrity.

Key Activities

1. Develop, implement, and maintain compliance frameworks, policies, and SOPs in accordance with postal, courier, and national regulatory standards.
2. Conduct regular compliance monitoring and audits in areas of high regulatory risk (licensing, AMLA, data protection, integrity, ESH).
3. Track changes in legislation and ensure updated requirements are communicated across departments.
4. Liaise with regulators such as MCMC, JPJ, and MITI for timely reporting, licence renewals, and compliance submissions.
5. Provide compliance guidance to management and operational teams on risk mitigation and regulatory obligations.
6. Coordinate integrity management programs and ethical conduct initiatives across the organisation.
7. Prepare compliance reports and dashboards for the Board, Senior Management, and Audit Committees.
8. Organise compliance awareness and training programs for employees and vendors.

Prime Skills

- | | |
|--|--------------------------------------|
| 1. Audit and Compliance Strategy Development | 7. Knowledge of Legal and Compliance |
| 2. Artificial Intelligence Ethics and Governance | 8. Legal and Regulatory Research |
| 3. Corporate Governance | 9. Reporting and Documentation |
| 4. Documentation Management and Control | 10. Workplace Safety and Health |
| 5. Enterprise Risk Management | 11. Regulatory Affairs |
| 6. Incident Management | 12. Regulatory Compliance |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Postal Inspectorate

Additional Skills:	Additional Certifications:
• Emergency Response • Loss and Risk Prevention Management • Cyber Forensics	N/A – no additional certifications are mandatory for this role

2. Policy Officer

Additional Skills:	Additional Certifications:
• Access Control Management • Non-Conformance Management • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

3. Data Privacy Officer

Additional Skills:	Additional Certifications:
• Compliance Reporting • Data Governance • Data Protection Management	N/A – no additional certifications are mandatory for this role

4. Customer Service Specialist

Additional Skills:	Additional Certifications:
• Customer Experience Management • Service Excellence • Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

5. Warehouse Supervisor

Additional Skills:	Additional Certifications:
• Warehouse Management System (WMS) Operations and Administration • Inventory Management and Control • Quality Assurance and Quality Control	OSH Safety Training (DOSH)

6. Quality Control Inspector

Additional Skills:	Additional Certifications:
• Project Management • Equipment Management • Predictive Maintenance	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Linehaul Supervisor

Additional Skills:	Additional Certifications:
• Load Distribution Analysis • Service Level Management • Transport Management System (TMS) Administration	N/A – no additional certifications are mandatory for this role

8. Fleet Supervisor

Additional Skills:	Additional Certifications:
• Transportation Management • Budget and Cost Management • Fleet Management	N/A – no additional certifications are mandatory for this role

9. International Operations Specialist

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Cargo Tracking System Administration • Contract Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

10. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Policy Implementation and Revision • Facility Security Policies and Procedures	Dangerous Goods Handling Certification

11. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Resource Management • Forecasting • Fleet Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Compliance Auditor				
				
First Mile	Middle Mile	Last Mile	Data, Digital and Operations Management	Support
Cluster		Regulatory and Compliance		
Job Purpose		To audit operations for compliance with policies and regulations and recommend corrective actions.		
Key Activities				
1. Conduct regular internal compliance audits across collection, sorting, and delivery operations. 2. Assess adherence to company policies, regulatory standards, and integrity frameworks. 3. Identify control weaknesses and propose corrective actions. 4. Prepare audit reports and present findings to management. 5. Support regulatory inspections and assist with documentation. 6. Monitor remediation actions to ensure timely closure of audit issues.				
Prime Skills				
1. Audit Management		5. Knowledge of Legal and Compliance		
2. Compliance Reporting		6. Reporting and Documentation		
3. Corporate Governance		7. Regulatory Compliance		
4. Documentation Management and Control				
Certification(s)				
N/A - no certifications are mandatory for this role				

CAREER MOBILITY OPTIONS**1. Regulatory Compliance Officer**

Additional Skills:	Additional Certifications:
• Workplace Safety and Health • Audit and Compliance Strategy Development • Artificial Intelligence Ethics and Governance	N/A – no additional certifications are mandatory for this role

2. Policy Officer

Additional Skills:	Additional Certifications:
• Access Control Management • Non-Conformance Management • Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

3. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Statistical Analytics • Environment and Social Governance Reporting	N/A – no additional certifications are mandatory for this role

4. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A – no additional certifications are mandatory for this role

5. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Warehouse Performance Management • Inventory Management and Control • Waste Management	N/A – no additional certifications are mandatory for this role

6. Safety Officer

Additional Skills:	Additional Certifications:
• Emergency Response • Loss and Risk Prevention Management • Workplace Safety and Health	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Transport Executive

Additional Skills:	Additional Certifications:
- Transport Management System (TMS) Administration - Route Planning and Optimisation - SQL / Database Querying	N/A - no additional certifications are mandatory for this role

8. Customs Broker

Additional Skills:	Additional Certifications:
- Distribution Planning - Facility and Space Management - Operations Management	Customs Agent Licensing Course (recognised by the Royal Malaysian Customs Department)

9. Control Tower Executive

Additional Skills:	Additional Certifications:
- Transport Management System (TMS) Administration - Data Wrangling - Data Visualisation and Storytelling	N/A - no additional certifications are mandatory for this role

10. Process Improvement Executive

Additional Skills:	Additional Certifications:
- People and Performance Management - Resource Management - Process Optimisation	N/A - no additional certifications are mandatory for this role

11. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
- SQL / Database Querying - Big Data Analytics - Business Intelligence	N/A - no additional certifications are mandatory for this role

12. Regional Data Analyst – Cross Border

Additional Skills:	Additional Certifications:
- Big Data Analytics - Dashboard Creation and Visualisation - Statistical Analytics	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Policy Officer



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Regulatory and Compliance

Job Purpose



To develop and implement operational policies that drive sustainability, efficiency, and regulatory alignment.

Key Activities

1. Translate corporate sustainability and efficiency objectives into actionable operational policies and SOPs across logistics functions.
2. Review and align existing operational procedures with sustainability standards, such as energy efficiency, emissions reduction, and waste minimisation.
3. Collaborate with operations, fleet, and facilities teams to design and monitor implementation of green practices (e.g., EV use, route optimisation, packaging reuse).
4. Conduct policy impact assessments to evaluate operational and environmental outcomes.
5. Support the Head of Sustainability in preparing policy proposals, position papers, and reporting for internal and external stakeholders.
6. Liaise with national sustainability initiatives (e.g., Low Carbon Mobility Blueprint, MyHijau) to align internal policies with national goals.
7. Develop training and awareness materials to embed sustainability practices among employees and delivery partners.

Prime Skills

- | | |
|--|---|
| 1. Access Control Management | 8. Documentation Management and Control |
| 2. Audit and Compliance Strategy Development | 9. Non-Conformance Management |
| 3. Audit Management | 10. Policy Analysis and Development |
| 4. Artificial Intelligence Ethics and Governance | 11. Policy Implementation and Revision |
| 5. Compliance Reporting | 12. Reporting and Documentation |
| 6. Cyber and Data Breach Incident Management | 13. Security Governance |
| 7. Data Governance | 14. Regulatory Affairs |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Postal Inspectorate

Additional Skills:	Additional Certifications:
- Emergency Response - Loss and Risk Prevention Management - Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Customer Service Specialist

Additional Skills:	Additional Certifications:
- Customer Experience Management - Service Excellence - Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

3. Warehouse Supervisor

Additional Skills:	Additional Certifications:
- Warehouse Management System (WMS) Operations and Administration - Inventory Management and Control - Quality Assurance and Quality Control	OSH Safety Training (DOSH)

4. Hub Supervisor

Additional Skills:	Additional Certifications:
- Packaging Process - Quality Assurance and Quality Control - Building Management Systems	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

5. Freight Customs Coordinator

Additional Skills:	Additional Certifications:
- International Trade Legislation Compliance - Facility Security Policies and Procedures - Knowledge of Legal and Compliance	Dangerous Goods Handling Certification

6. Dangerous Goods Handling Certification

Additional Skills:	Additional Certifications:
- International Trade Legislation Compliance - Cargo Tracking System Administration - Contract Management	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Control Tower Specialist

Additional Skills:	Additional Certifications:
• Resource Management • Forecasting • Fleet Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Sustainability Analyst



First Mile



Middle Mile



Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Regulatory and Compliance

Job Purpose



To analyse and report sustainability data and support green logistics initiatives and ESG compliance.

Key Activities

1. Collect, validate, and analyse sustainability data (emissions, energy, water, waste).
2. Prepare ESG performance dashboards and support sustainability reporting (GRI, TCFD, Bursa).
3. Track progress of green logistics initiatives (EV adoption, route efficiency, packaging reduction).
4. Conduct benchmarking and carbon footprint analysis.
5. Support internal audits and verification for ESG data.
6. Assist in stakeholder communications and sustainability disclosures.

Prime Skills

- | | |
|--|---|
| 1. Big Data Analytics | 8. Route Planning and Optimisation |
| 2. Business Environment Analytics | 9. Statistical Analytics |
| 3. Compliance Reporting | 10. Sustainability Management |
| 4. Data Visualisation and Storytelling | 11. Sustainable Business Practices |
| 5. Environment and Social Governance Reporting | 12. Sustainable Sourcing |
| 6. Knowledge of Legal and Compliance | 13. Sustainable Transportation Management |
| 7. Reporting and Documentation | 14. Environment and Social Governance |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Policy Officer**

Additional Skills:	Additional Certifications:
• Access Control Management • Non-Conformance Management • Policy Analysis and Development	N/A - no additional certifications are mandatory for this role

2. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A - no additional certifications are mandatory for this role

3. Warehouse Coordinator

Additional Skills:	Additional Certifications:
• Warehouse Performance Management • Inventory Management and Control • Waste Management	N/A - no additional certifications are mandatory for this role

4. Transport Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • SQL / Database Querying • Cost-Benefit Analysis	N/A - no additional certifications are mandatory for this role

5. Gateway Operations Handler

Additional Skills:	Additional Certifications:
• Transportation Management • Service Level Management • Equipment Management	• Dangerous Goods Handling Certification • OSH Safety Training (DOSH)

6. Control Tower Executive

Additional Skills:	Additional Certifications:
• Transport Management System (TMS) Administration • Data Wrangling • Service Level Management	N/A - no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Process Improvement Executive

Additional Skills:	Additional Certifications:
• People and Performance Management • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

8. Logistics Analyst

Additional Skills:	Additional Certifications:
• Data Wrangling • Business Intelligence • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

9. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• SQL / Database Querying • Business Intelligence • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Data Privacy Officer



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Regulatory and Compliance

Job Purpose



To develop, implement, and monitor data privacy practices to protect personal and operational information.

Key Activities

1. Develop, implement, and maintain data privacy policies and procedures in line with the Personal Data Protection Act (PDPA) and company standards.
2. Oversee data collection, processing, retention, and destruction practices across digital and physical logistics systems.
3. Conduct privacy impact assessments, audits, and risk reviews to identify and mitigate non-compliance or data breach risks.
4. Collaborate with IT, operations, and legal teams to ensure secure data transfers, access controls, and breach response protocols.
5. Serve as the primary point of contact for data protection authorities, customers, and partners on privacy-related matters.
6. Train employees and vendors on data protection principles, privacy-by-design, and incident reporting procedures.
7. Maintain and monitor records of processing activities (RoPA) and ensure documentation is audit-ready.

Prime Skills

- | | |
|--|---|
| 1. Audit and Compliance Strategy Development | 8. Data Privacy and Security |
| 2. Artificial Intelligence Ethics and Governance | 9. Documentation Management and Control |
| 3. Compliance Reporting | 10. Policy Implementation and Revision |
| 4. Cyber and Data Breach Incident Management | 11. Reporting and Documentation |
| 5. Data Ethics | 12. Security Governance |
| 6. Data Governance | 13. Systems Integration |
| 7. Data Protection Management | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Head of Postal Inspectorate

Additional Skills:	Additional Certifications:
- Emergency Response - Loss and Risk Prevention Management - Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

2. Policy Officer

Additional Skills:	Additional Certifications:
- Access Control Management - Non-Conformance Management - Policy Analysis and Development	N/A – no additional certifications are mandatory for this role

3. Customer Service Specialist

Additional Skills:	Additional Certifications:
- Customer Experience Management - Service Excellence - Complaint Handling and Conflict Resolution	N/A – no additional certifications are mandatory for this role

4. International Operations Specialist

Additional Skills:	Additional Certifications:
- International Trade Legislation Compliance - Cargo Tracking System Administration - Contract Management	- Dangerous Goods Handling Certification - OSH Safety Training (DOSH)

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Risk Analyst (Data)



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Regulatory and Compliance

Job Purpose



To analyse operational data to identify risks, support mitigation planning, and maintain secure data governance.

Key Activities

1. Analyse operational, financial, and compliance data to identify emerging risks and anomalies.
2. Support development of dashboards and models to quantify risk exposure.
3. Conduct root-cause analyses of incidents (delays, losses, system failures).
4. Collaborate with audit, IT, and compliance teams to monitor key risk indicators.
5. Prepare periodic risk assessment reports and support risk mitigation planning.
6. Maintain data governance standards and ensure secure data handling in risk systems.

Prime Skills

- | | |
|--|---------------------------------------|
| 1. Applications Integration | 7. Data Privacy and Security |
| 2. Audit Management | 8. Disaster Recovery Management |
| 3. Artificial Intelligence Ethics and Governance | 9. Policy Implementation and Revision |
| 4. Compliance Reporting | 10. Reporting and Documentation |
| 5. Cyber and Data Breach Incident Management | 11. Security Governance |
| 6. Data Ethics | 12. Systems Integration |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Sustainability Analyst

Additional Skills:	Additional Certifications:
• Big Data Analytics • Statistical Analytics • Environment and Social Governance Reporting	N/A – no additional certifications are mandatory for this role

2. Data Privacy Officer

Additional Skills:	Additional Certifications:
• Data Governance • Data Protection Management • Audit and Compliance Strategy Development	N/A – no additional certifications are mandatory for this role

3. Customer Service Executive

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Service Excellence • Service Quality Management	N/A – no additional certifications are mandatory for this role

4. International Operations Administrator

Additional Skills:	Additional Certifications:
• International Trade Legislation Compliance • Documentation Management and Control • Cargo Tracking System Administration	Dangerous Goods Handling Certification

5. Real Time Analyst – Operations

Additional Skills:	Additional Certifications:
• Business Intelligence • Statistical Analytics • Dashboard Creation and Visualisation	N/A – no additional certifications are mandatory for this role

6. Process Improvement Executive

Additional Skills:	Additional Certifications:
• People and Performance Management • Resource Management • Process Optimisation	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
• SQL / Database Querying • Big Data Analytics • Business Intelligence	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Area Sales Manager



First Mile



Middle Mile



Last Mile


Data, Digital
and Operations
Management


Support

Cluster



Retail Sales and Customer Service

Job Purpose



To drive regional sales growth, manage customer relationships, and lead sales teams to achieve targets.

Key Activities

1. Lead regional sales performance by setting and monitoring sales targets across retail branches or merchant accounts.
2. Develop and maintain relationships with key business customers and partners to drive service adoption.
3. Analyse sales performance data, identify growth opportunities, and propose promotional or pricing strategies.
4. Coordinate with operations and customer service to ensure seamless service delivery to clients.
5. Train and mentor retail or sales teams to improve customer engagement and cross-selling effectiveness.
6. Prepare periodic performance and revenue reports for management

Prime Skills

- | | |
|---------------------------------------|--------------------------------------|
| 1. Business Intelligence | 8. Market Profiling |
| 2. Business Opportunities Development | 9. People and Performance Management |
| 3. Business Environment Analytics | 10. Reporting and Documentation |
| 4. Demand and Supply Analysis | 11. Sales Strategy and Execution |
| 5. Forecasting | 12. Sales Target Management |
| 6. Financial Planning and Analysis | 13. Vendor Management |
| 7. Go-To-Market Strategy | 14. Portfolio Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Customer Service Manager**

Additional Skills:	Additional Certifications:
• Service Excellence • Complaint Handling and Conflict Resolution • Customer Experience Management	N/A – no additional certifications are mandatory for this role

2. Branch Manager (Collection)

Additional Skills:	Additional Certifications:
• Invoice Processing • Complaint Handling and Conflict Resolution • Customer Experience Management	OSH Safety Training (DOSH)

3. Product Manager

Additional Skills:	Additional Certifications:
• Product Management • Product Advisory • Business Needs Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Key Account Manager



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Retail Sales and Customer Service

Job Purpose



To manage and expand key client accounts, ensuring service quality, revenue growth, and relationship management.

Key Activities

1. Manage and grow a portfolio of corporate and merchant accounts by understanding their logistics and courier needs.
2. Develop and negotiate service proposals, pricing packages, and contracts aligned with client requirements and company profitability.
3. Monitor account performance, delivery quality, and SLA compliance; coordinate issue resolution with operations and customer service.
4. Maintain regular engagement with clients through reviews, performance reporting, and relationship management activities.
5. Identify upselling or cross-selling opportunities to expand service adoption across the client base.
6. Collaborate with finance and billing teams to ensure accurate invoicing and timely collections.
7. Track and analyse account data to forecast revenue, customer retention, and satisfaction levels.

Prime Skills

- | | |
|--|----------------------------------|
| 1. Account Management | 9. Revenue Analysis |
| 2. Business Intelligence | 10. Sales Strategy and Execution |
| 3. Contract Management | 11. Sales Target Management |
| 4. Customer Acquisition and Retention Management | 12. Service Excellence |
| 5. Financial Acumen | 13. Service Level Management |
| 6. Invoice Processing | 14. Statistical Analytics |
| 7. Problem Identification and Solving | 15. Technical Presentation |
| 8. Reporting and Documentation | 16. Portfolio Management |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Customer Service Specialist**

Additional Skills:	Additional Certifications:
• Customer Experience Management • Complaint Handling and Conflict Resolution • Customer Behaviour Analysis	N/A – no additional certifications are mandatory for this role

2. Area Sales Manager

Additional Skills:	Additional Certifications:
• Business Opportunities Development • Forecasting • Financial Planning and Analysis	OSH Safety Training (DOSH)

3. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Experience Management • Workplace Safety and Health Incident Management	OSH Safety Training (DOSH)

4. Branch Supervisor (Delivery)

Additional Skills:	Additional Certifications:
• Complaint Handling and Conflict Resolution • Customer Experience Management • RCA and Corrective Action	OSH Safety Training (DOSH)

5. Product Owner

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • Project Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Sales Executive (B2C)



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Retail Sales and Customer Service

Job Purpose



To acquire and manage consumer customers, promote services, and achieve B2C sales targets.

Key Activities

1. Acquire and manage individual and small-business customers using courier or postal services (walk-ins, e-commerce sellers, online senders).
2. Promote digital booking platforms and assist customers with setup, pricing plans, and shipment onboarding.
3. Achieve sales targets for consumer segments through campaigns, referrals, and loyalty programs.
4. Analyse sales data to identify high-potential customer segments and new retail opportunities.
5. Coordinate with marketing and operations to execute consumer promotions and ensure service satisfaction.
6. Build and maintain relationships with repeat individual customers and small sellers to encourage retention.

Prime Skills

- | | |
|--|--------------------------------|
| 1. Account Management | 6. Sales Target Management |
| 2. Business Intelligence | 7. Service Excellence |
| 3. Customer Experience Management | 8. Technical Sales Support |
| 4. Data Visualisation and Storytelling | 9. Customer Behaviour Analysis |
| 5. Product Advisory | 10. Prompt Engineering |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS**1. Customer Service Executive**

Additional Skills:	Additional Certifications:
- Complaint Handling and Conflict Resolution - Service Quality Management - Reporting and Documentation	N/A – no additional certifications are mandatory for this role

2. Key Account Manager

Additional Skills:	Additional Certifications:
- Contract Management - Customer Acquisition and Retention Management - Financial Acumen	OSH Safety Training (DOSH)

3. Counter Service Clerk

Additional Skills:	Additional Certifications:
- Customer Management - Retail Administration - Invoice Processing	OSH Safety Training (DOSH)

4. Warehouse Coordinator

Additional Skills:	Additional Certifications:
- Warehouse Performance Management - Inventory Management and Control - Waste Management	OSH Safety Training (DOSH)

5. Branch Administration Clerk

Additional Skills:	Additional Certifications:
- Customer Management - Retail Administration - Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

6. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
- SQL / Database Querying - Warehouse Performance Measurement - Big Data Analytics	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

7. Regional Data Analyst – Cross Border

Additional Skills:	Additional Certifications:
• Data Governance • Systems Integration • Big Data Analytics	N/A – no additional certifications are mandatory for this role

8. Business Analyst

Additional Skills:	Additional Certifications:
• Requirements Definition and Management • Business Needs Analysis • System Thinking	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Service Manager



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Retail Sales and Customer Service

Job Purpose



Own customer service performance and escalation management, ensuring consistent service quality, effective issue resolution, and alignment with operational teams.

Key Activities

1. Lead and manage customer service teams, setting service standards, performance targets, and escalation protocols across customer channels.
2. Oversee resolution of complex or high-impact customer issues, ensuring timely coordination with operations, delivery, and sorting teams.
3. Monitor customer service KPIs (e.g. response time, resolution time, complaint trends, satisfaction scores) and drive corrective actions.
4. Establish and improve customer service processes, scripts, and workflows to enhance service consistency and efficiency.
5. Work with operations, control tower, and digital teams to address recurring service issues and improve end-to-end customer experience.
6. Coach and develop customer service staff, supporting training, quality assurance, and continuous improvement initiatives.

Prime Skills

- | | |
|---|--|
| 1. Business Intelligence | 7. Reporting and Documentation |
| 2. Business Environment Analytics | 8. Service Excellence |
| 3. Complaint Handling and Conflict Resolution | 9. Service Level Management |
| 4. Continuous Improvement | 10. Service Quality Management |
| 5. Customer Experience Management | 11. Strategy Development and Implementation Management |
| 6. Quality Assurance and Quality Control | 12. Technical Presentation |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Branch Manager (Collection)

Additional Skills:	Additional Certifications:
• Invoice Processing • Problem Identification and Solving • Transportation Management	OSH Safety Training (DOSH)

2. Product Manager

Additional Skills:	Additional Certifications:
• Product Management • Product Advisory • Business Needs Analysis	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Service Specialist



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Retail Sales and Customer Service

Job Purpose



To resolve customer inquiries and complaints, ensuring service accuracy, satisfaction, and process improvement.

Key Activities

1. Respond to customer inquiries across multiple channels (phone, chat, email, social media) promptly and professionally.
2. Provide accurate information on delivery status, shipment procedures, and product offerings.
3. Investigate and resolve customer complaints, delays, or service issues by coordinating with relevant operational teams.
4. Monitor tracking systems to ensure timely updates and proactive communication with customers.
5. Document and escalate unresolved issues to the appropriate departments for follow-up.
6. Track customer feedback, identify recurring pain points, and propose service improvement measures.
7. Support service quality initiatives, including satisfaction surveys and training feedback loops.

Prime Skills

- | | |
|---|--------------------------------|
| 1. Business Environment Analytics | 7. Reporting and Documentation |
| 2. Complaint Handling and Conflict Resolution | 8. Service Excellence |
| 3. Continuous Improvement | 9. Service Quality Management |
| 4. Customer Experience Management | 10. Technical Sales Support |
| 5. Customer Behaviour Analysis | 11. Prompt Engineering |
| 6. Data Visualisation and Storytelling | |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Customer Service Manager

Additional Skills:	Additional Certifications:
• Technical Presentation • Quality Assurance and Quality Control • Strategy Development and Implementation Management	OSH Safety Training (DOSH)

2. Branch Supervisor (Collection)

Additional Skills:	Additional Certifications:
• Invoice Processing • Workplace Safety and Health Incident Management • Problem Identification and Solvin	OSH Safety Training (DOSH)

3. Branch Supervisor (Delivery)

Additional Skills:	Additional Certifications:
• RCA and Corrective Action • Workplace Safety and Health Incident Management • Transportation Management	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

Customer Service Executive



First Mile



Middle Mile



Last Mile

Data, Digital
and Operations
Management

Support

Cluster



Retail Sales and Customer Service

Job Purpose



To manage and resolve escalated customer issues, coordinate operations, and ensure service recovery.

Key Activities

1. Handle escalated customer issues by coordinating directly with sorting hubs, delivery teams, and dispatch supervisors.
2. Investigate delayed, missing, or misrouted parcels using internal tracking and logistics systems.
3. Provide real-time shipment updates and resolution feedback to customer service and account management teams.
4. Maintain records of all escalations, resolutions, and follow-up actions in the CRM system.
5. Identify recurring operational issues and communicate trends to network or process improvement teams.
6. Support daily communication flow between operations and front-line customer support teams.
7. Participate in service recovery planning during network disruptions or high-volume periods.

Prime Skills

- | | |
|---|-------------------------------|
| 1. Complaint Handling and Conflict Resolution | 5. Service Excellence |
| 2. Customer Behaviour Analysis | 6. Service Quality Management |
| 3. Data Visualisation and Storytelling | 7. Technical Sales Support |
| 4. Reporting and Documentation | 8. Prompt Engineering |

Certification(s)

N/A - no certifications are mandatory for this role

CAREER MOBILITY OPTIONS

1. Customer Service Specialist

Additional Skills:	Additional Certifications:
- Customer Experience Management - Business Environment Analytics - Continuous Improvement	N/A – no additional certifications are mandatory for this role

2. Sales Executive (B2C)

Additional Skills:	Additional Certifications:
- Account Management - Customer Experience Management - Sales Target Management	N/A – no additional certifications are mandatory for this role

3. Counter Service Clerk

Additional Skills:	Additional Certifications:
- Customer Management - Retail Administration - Invoice Processing	N/A – no additional certifications are mandatory for this role

4. Branch Administration Clerk

Additional Skills:	Additional Certifications:
- Customer Management - Retail Administration - Workplace Safety and Health	N/A – no additional certifications are mandatory for this role

5. Performance Data Analyst – KPI and SLA

Additional Skills:	Additional Certifications:
- SQL / Database Querying - Warehouse Performance Measurement - Big Data Analytics	N/A – no additional certifications are mandatory for this role

6. Business Analyst

Additional Skills:	Additional Certifications:
- Requirements Definition and Management - Business Needs Analysis - System Thinking	N/A – no additional certifications are mandatory for this role

Legend: ● Vertical career mobility option ● Horizontal career mobility option

Note: Additional skills listed are non-exhaustive and career mobility options listed are not inclusive of across sector mobility options.

DEFINITION OF FUTURE SKILLS IN THE COMMUNICATIONS AND MULTIMEDIA SECTOR

PRIME SKILLS

Accounting and Finance Management		
Skill	Definition	Subsector
Budget Management and Cost Management	Skill in planning, forecasting, and controlling financial resources to support strategic and operational goals, ensuring optimal cost efficiency, accurate budget allocation, and sustainable financial performance	• Telecommunications • Postal and Courier • Broadcasting
Cost-Benefit Analysis	Assess and compare the financial and strategic impacts of decisions or investments by quantifying costs, benefits and risks to support evidence-based, value-driven outcomes	• Telecommunications • Postal and Courier • Broadcasting
Financial Acumen	Understand and apply financial principles to make informed business decisions	• Telecommunications • Postal and Courier • Broadcasting
Financial Planning and Analysis	Facilitate strategic decision-making on the organisation's business finances by collating, verifying and analysing financial data in reports	• Telecommunications • Postal and Courier • Broadcasting
Invoice Processing	Efficiently review, validate, and process invoices for accuracy and compliance with organisational policies and procedures	Postal and Courier
Revenue Analysis	Systematic examination of an organisation's income streams by dissecting revenue sources, patterns and trends to provide a comprehensive understanding of financial health	• Telecommunications • Postal and Courier
Agile and Continuous Improvement		
Skill	Definition	Subsector
Continuous Improvement	Implement continuous improvement to enhance products, services, or processes, aiming for incremental progress over time or breakthrough improvements	• Telecommunications • Postal and Courier

Automation and Robotics		
Skill	Definition	Subsector
Automation Process Control	Apply automation control systems (e.g., sortation systems, conveyor controls, SCADA, PLCs) to monitor and optimise logistics equipment performance, throughput, and accuracy, ensuring minimal downtime and improved productivity	Postal and Courier
Machine Vision and OCR	Apply optical character recognition (OCR), barcode/label scanning, and machine vision technologies to automate parcel identification, sorting, and quality checks, improving accuracy, speed, and traceability in logistics operations	Postal and Courier
Robotic Process Automation (RPA) Development	Design, develop, deploy, and maintain software bots using RPA tools (e.g., UiPath, Power Automate, Automation Anywhere) to automate repetitive operational processes such as data entry, invoice reconciliation, customs documentation, reporting, and parcel status updates	Postal and Courier

Branding, Sales and Marketing (1/3)		
Skill	Definition	Subsector
Go-To-Market Strategy	A plan for launching a product or service, targeting customers, and defining marketing and sales tactics to drive revenue	• Telecommunications • Postal and Courier
Market Profiling	Segment the markets, select the targeting strategies and tactics, profile the target segments and develop the positioning strategies as well as implementation activities	• Telecommunications • Postal and Courier • Broadcasting
Sales Strategy and Execution	Plan and execute sales strategies—including pricing, product bundling, and promotional initiatives—to acquire customers, drive conversion, and achieve revenue targets in line with business goals	• Telecommunications • Postal and Courier • Broadcasting
Sales Target Management	Monitor, analyse, and manage sales performance against targets by tracking KPIs, identifying gaps, and implementing corrective actions to ensure sales goals are achieved	• Telecommunications • Postal and Courier • Broadcasting
Public Relations Campaign Management	Develop public relations strategies and manage public relations communications and activities to achieve organisational public relations objectives	Broadcasting
Media Strategy Development	Develop media strategies by planning channel mix, investment allocation and performance evaluation across paid, owned and earned media. Optimise reach, efficiency and ROI in alignment with campaign and brand objectives	Broadcasting
Media Platforms Management	Coordinate the selection and use of media platforms to maximise reach and engagement. Establish operating routines, monitor performance and refine platform usage practices to improve impact and efficiency	Broadcasting
Mass Communications Management	Manage mass communications to enable timely, consistent dissemination of information to internal and external audiences. Coordinate stakeholders and media interfaces where required to maintain clarity and alignment with organisational positioning	Broadcasting
Marketing Communications Plan Development	Design integrated marketing communications plans by defining objectives, audiences, messages, channels, cadence and measurement approaches. Translate strategic intent into structured plans that guide campaign and execution activities	Broadcasting

Branding, Sales and Marketing (2/3)

Skill	Definition	Subsector
Marketing	Develop and coordinate integrated marketing approaches across channels to promote products, services and content offerings. Focus on alignment, coordination and performance monitoring rather than ownership of detailed campaign or media planning	Broadcasting
Market Intelligence	Gather, analyse and interpret information on market trends, competitors and customer behaviour. Translate insights into implications and actions that support decision-making and competitive positioning	Broadcasting
Integrated Advertising and Brand Placement	Identify and implement advertising and brand integration opportunities within content, including in-programme placements, branded segments and interactive formats. Collaborate with creative, production and commercial teams to ensure brand alignment with storytelling, audience experience and revenue objectives.	Broadcasting
Community Engagement	Design, execute and manage two-way engagement with audience communities across digital, social and physical touchpoints. Foster participation, dialogue and trust by facilitating interactions, responding to feedback, moderating discussions, and translating community signals into insights that inform content, programming and brand decisions	Broadcasting
Communications Channel Management	Plan and coordinate the selection and use of communication and distribution channels to deliver messages effectively and efficiently. Monitor channel performance and align channel use with organisational objectives and target audiences	Broadcasting
Broadcast and Interactive Media Copywriting	Write persuasive, audience-appropriate promotional content for broadcast and interactive platforms that communicates key messages clearly while aligning with brand voice and meeting organisational requirements	Broadcasting
Brand Guideline Development	Develop and maintain brand guidelines that ensure consistency across visual, verbal and experiential touchpoints. Clarify standards for identity and tone, providing governance to support coherent brand application across teams and platforms	Broadcasting

Branding, Sales and Marketing (3/3)

Skill	Definition	Subsector
Brand Management	Build and maintain a strong and recognisable brand that aligns with organisational objectives, enhancing brand presence and fostering customer loyalty	Telecommunications
Content Writing and Editing	Articulate, proofread and conduct readability tests on key messages written using appropriate content ideas and writing styles	• Broadcasting • Telecommunications
Digital Marketing	Develop, execute and evaluate digital marketing strategies and campaigns to promote online presence and deliver value proposition through the use of various digital marketing channels and platforms	• Broadcasting • Telecommunications
Inbound Marketing	Promote organisation's products and services through creating quality, customer-centric content across various platforms to attract customers through the different stages of the purchase funnel	Telecommunications
Marketing Campaign Management	Develop evaluation strategies for marketing campaign effectiveness and analyse data to provide recommendations for improvements in future marketing campaigns	• Broadcasting • Telecommunications
Marketing Mix Management	Establish marketing mix frameworks which include development of products, prices, places and promotions as well as, identify levels of customer touch-points	Telecommunications
Pricing Strategy	Analyse product, organisational and market factors, trends, pricing scenarios and valuation models to develop effective pricing strategies for products and solutions	Telecommunications
Selling	Identify and qualify sales opportunities, manage bids and oversee the execution and monitoring of product and service sales	Telecommunications
Social Media Marketing	Formulate, execute and evaluate social media strategic plans to establish positive relationships with industry and social media colleagues and proactively seek and evaluate innovative marketing opportunities	• Telecommunications • Broadcasting
Visual Design and Communication Principles	Establish appropriate visual design and communication principles and techniques, taking into account organisational needs, target market and customer perceptions	• Telecommunications • Broadcasting

Business Development and Strategy		
Skill	Definition	Subsector
Business Intelligence	Collect, analyse, and transform data into actionable insights that support strategic and operational decision-making	• Telecommunications • Postal and Courier • Broadcasting
Business Opportunities Development	Identify and evaluate potential business opportunities and formulate strategies to capitalise on the identified prospects to support growth and ensure the sustainability of the business	• Telecommunications • Postal and Courier • Broadcasting
Demand and Supply Analysis	Analyse market dynamics to uncover demand and supply outlook of products and services, enable better positioning and enhance offerings	• Telecommunications • Postal and Courier • Broadcasting
Forecasting	Ability to predict future trends, demands, or outcomes based on historical data, market analysis, and statistical models	• Telecommunications • Postal and Courier
Strategy Development and Implementation Management	Develop and implement organisational strategic plans and provide direction to the organisation	• Telecommunications • Postal and Courier • Broadcasting
Business Innovation	Identify and evaluate digitisation opportunities and innovations in ICT to establish new services or businesses bridging the physical and digital worlds	Telecommunications
Infrastructure Strategy	Develop a robust strategy and plan for defining and managing a future-ready infrastructure, optimising its capacity, availability and synchronisation to enable an organisation's business operations	• Telecommunications • Broadcasting
Market Research and Analytics	Proficiency in conducting comprehensive market research using qualitative and quantitative methods to gather and analyse data, interpret trends, and provide insights for strategic decision-making and business planning	• Telecommunications • Broadcasting
Organisational Strategy and Policy Realisation	Making management decisions to establish, review and refine strategic organisational objectives and policies through collation and analysis of relevant organisational and business information	Telecommunications
Product Strategy	Define the vision, goals, and roadmap of a product	Telecommunications

Business Operation Management (1/3)		
Skill	Definition	Subsector
Access Control Management	Manage access control to ensure authorised access in accordance with the organisation's policies	• Telecommunications • Postal and Courier • Broadcasting
Asset Management	Formulating and executing asset management strategies to maximise asset performance, optimize life-cycle costs, and ensure effective planning, utilisation, and replacement or disposal	• Telecommunications • Postal and Courier • Broadcasting
Business Needs Analysis	Scope and gather business requirements through analysis, clarifying solutions and programs and building a compelling business case to demonstrate the potential impact on the business	• Telecommunications • Postal and Courier
Claims Management	Coordinate and process parcel loss, damage, or service failure claims by verifying shipment records, validating eligibility, determining compensation, and ensuring timely resolution in accordance with company policies and service level agreements	Postal and Courier
Documentation Management and Control	Proficiency in organising, maintaining, and regulating documents to ensure compliance with specifications while identifying and advising on corrective actions for any issues	Postal and Courier
Facility and Space Management	Coordinate branch or facility space usage, upkeep, and basic operational requirements—including workspace layout, housekeeping, and vendor coordination—to support efficient and safe daily operations	Postal and Courier
Operations Management	Coordinate day-to-day operations to deliver services efficiently and in compliance with organisational requirements	• Telecommunications • Postal and Courier • Broadcasting
Organisational Analysis Management	Evaluate factors that can affect the organisation's performance as well as strategically assess the organisation's own resources and potential	• Telecommunications • Postal and Courier
Packaging Process	Apply approved packaging standards and protocols for parcel handling, including material selection, protection requirements, labelling, and compliance with safety, regulatory, and cross-border shipping requirements	Postal and Courier

Business Operation Management (2/3)

Skill	Definition	Subsector
Parcel Handling and Dispatch	Ensure parcels are dispatched or handed over in compliance with labelling, scanning, documentation, customs, and security requirements before leaving a facility	Postal and Courier
Parcel Receipt and Inspection	Perform parcel receipt, verification, and inspection procedures to ensure items match documentation, meet labelling and handling requirements, and comply with security and safety standards	Postal and Courier
Problem Identification and Solving	Identify issues, analyse their impact, and outline potential solution options to address them	Postal and Courier
Prompt Engineering	Process of crafting clear and effective instructions (prompts) to guide generative AI models to produce desired outputs	• Telecommunications • Postal and Courier • Broadcasting
Reporting and Documentation	Proficiency in compiling, organising, and maintaining accurate records, reports, and documentation to track activities, outcomes, and compliance with organisational and regulatory requirements	• Telecommunications • Postal and Courier • Broadcasting
Resource Management	Analyse and manage internal capabilities, capacity, cost and time to determine current and emerging organisational needs	• Telecommunications • Postal and Courier • Broadcasting
Retail Administration	Manage and validate petty cash transactions, as well as document hours worked for each employee	Postal and Courier
Site Access Coordination	Plan and manage the entry and movement of personnel and equipment at a site	• Telecommunications • Postal and Courier
Crisis Management	Develop and implement crisis management plans for organisational preparedness of disruptive events within the broader context of business continuity management	• Telecommunications • Postal and Courier • Broadcasting
Loss and Risk Prevention Management	Mitigate theft, shipment fraud, and operational losses in facilities and delivery operations	Postal and Courier
Capacity Planning	Plan, design and manage service capacity to meet current and future needs, using cost-efficient methods and demand modelling techniques	Telecommunications

Business Operation Management (3/3)

Skill	Definition	Subsector
Revenue Optimisation	Analyse revenue drivers and performance data to identify opportunities to improve yield and profitability. Inform adjustments to pricing, inventory, packaging and channels to support sustainable revenue growth	Broadcasting

Content Development (1/3)

Skill	Definition	Subsector
Visual Collaterals Production	Design and produce visual assets, such as storyboards, posters, motion graphics layouts, and digital collateral, aligned to creative briefs and brand requirements. Apply composition, typography and layout principles for clear communication	Broadcasting
Social Media Content Creation	Create and adapt multimedia content for social platforms based on audience, platform requirements, and brand tone. Use performance insights to improve relevance, engagement and delivery effectiveness	Broadcasting
Rules-Based Copy Editing	Edit content strictly in accordance with established style guides and publication standards. Focus on consistency, grammar, formatting and adherence to defined rules without materially altering authorial intent, structure or narrative direction	Broadcasting
Production Content Writing and Editing	Write and refine content to shape meaning, structure and narrative clarity for target audiences across defined formats. Develop original material or substantively revise existing content by applying appropriate tone, structure and storytelling judgement while maintaining accuracy and coherence	Broadcasting
Photography	Capture accurate, compelling and contextually appropriate photographic images using sound composition, framing, lighting and timing techniques. Apply editorial judgement and visual storytelling principles to document events, people and environments in support of news reporting, content production and audience engagement	Broadcasting

Content Development (2/3)		
Skill	Definition	Subsector
Photographic Image Manipulation	Manipulate and composite photographic images to achieve intended creative outcomes while maintaining visual realism and consistency where required. Use retouching, compositing and restoration techniques in line with ethical, legal and organisational standards	Broadcasting
Language and Localisation Proficiency	Use language accurately and appropriately for communication tasks such as translation, subtitling and editorial work. Ensure meaning, tone and context are preserved and suitable for the intended audience	Broadcasting
Image Development	Enhance and finalise still images using digital tools to meet creative and technical requirements. Apply adjustments to colour, exposure, lighting and texture to align with brand or storytelling intent	Broadcasting
Graphic Design	Design visual graphics and layouts to support storytelling, branding and communication objectives across broadcast, digital and promotional platforms. Apply typography, composition, colour and visual hierarchy principles to produce clear, engaging and consistent visual outputs aligned with creative briefs and organisational standards	Broadcasting
Ethical Reporting	Apply journalistic ethics in researching and presenting information. Uphold accuracy, fairness and transparency in presentation while meeting legal and professional standards that protect audience trust	Broadcasting
Digital Image Production	Create and produce digital imagery aligned to a brief by planning the approach, selecting appropriate tools and techniques and managing required resources. Ensure outputs meet creative intent and technical specifications	Broadcasting
Creative Review and Iteration Management	Manage structured creative review and approval processes by defining review checkpoints, coordinating stakeholders, consolidating feedback, tracking decisions and controlling iteration cycles from draft to approval. Focus on governance of feedback and alignment rather than assessment of content quality itself	Broadcasting

Content Development (3/3)		
Skill	Definition	Subsector
Creative Execution	Translate creative concepts into deliverables by coordinating artistic and technical elements. Maintain quality and coherence while aligning outputs to creative intent, audience needs and practical constraints	Broadcasting
Concept Creation	Generate and develop original concepts, themes and ideas for creative projects. Integrate audience insight, storytelling intent and strategic objectives to shape clear creative directions	Broadcasting
3D Animation	Model, rig, animate and render three-dimensional visual elements and environments. Integrate lighting, texture and effects to produce realistic or stylised motion visuals that support storytelling and audience experience	Broadcasting
2D Animation	Design and animate two-dimensional visual elements for screen and digital platforms. Apply transitions and visual rhythm to communicate ideas and support storytelling	Broadcasting

Content Post-Production		
Skill	Definition	Subsector
Video Editing	Edit and assemble video footage into coherent, engaging outputs that align with creative intent, narrative structure and audience expectations. Apply editorial judgement across pacing, continuity and storytelling while organising media, adhering to technical specifications, and preparing content that is accurate, consistent and ready for downstream post-production and distribution workflows	Broadcasting
Subtitle Timing and Syncing	Time and synchronise subtitles accurately to dialogue, sound cues and on-screen action. Ensure readability, formatting consistency and compliance with platform or broadcast requirements	Broadcasting
Sound Mixing	Balance dialogue, effects and music into a final mix that meets creative intent and technical requirements. Control tonal balance and spatial placement for consistent playback across target environments	Broadcasting
Sound Editing	Edit and synchronise dialogue, effects and ambience to support narrative clarity and emotional impact. Apply editorial judgement to timing, structure and track organisation to prepare audio elements conceptually for final mixing, independent of specific tools or platforms	Broadcasting
Media File Formats Conformation	Prepare and verify media deliverables to meet defined source and delivery specifications by aligning frame rates, codecs, colour profiles, audio mappings and related technical parameters. Ensure files are technically compliant and ready for distribution across target platforms	Broadcasting
Digital Audio Workstation Sound Editing	Perform sound editing using digital audio workstation (DAW) tools to clean, layer, process and organise audio assets. Manage sessions, apply processing and prepare tracks technically for mixing and delivery in line with production requirements	Broadcasting
Audio-to-Text Transcription	Transcribe spoken audio into accurate written text for use cases such as captions, scripts and metadata. Apply contextual judgement, correct terminology and formatting conventions to ensure clarity and usability	Broadcasting

Costume, Hair and Make-up (1/2)		
Skill	Definition	Subsector
Special Effects Makeup Material Construction	Design, sculpt, and fabricate SFX elements such as prosthetics, props, and texture paints using suitable materials and methods to achieve production-specific visual effects	Broadcasting
Special Effects Makeup Material Attachment	Secure, blend and remove pre-fabricated SFX appliances, such as prosthetics and textures, safely and comfortably. Ensure durability and reliability under performance conditions while maintaining continuity and skin safety	Broadcasting
Special Effects Makeup Application	Apply or remove special effects (SFX) makeup, including prosthetics, paints, and textures, to create realistic or stylised looks in line with production specifications and requirements	Broadcasting
Sanitation and Skin Hygiene Practices	Apply hygiene and sanitation practices to prevent cross-contamination and protect skin health, ensuring a safe working environment	Broadcasting
Makeup Image Design	Conceptualise and create makeup styles aligned with production themes, visual tone and character identities, incorporating creativity and technical precision to achieve desired impact	Broadcasting
Makeup Application	Apply, adjust, and remove makeup to achieve desired on-screen or stage looks, considering skin tone, lighting and camera effects while maintaining hygiene and skin safety	Broadcasting
Hair Perming and Straightening	Apply chemical, thermal, and mechanical techniques to achieve desired hair texture while maintaining safety and hair integrity	Broadcasting
Hair Lightening and Colouring	Formulate and apply hair colouring, toning, and lightening techniques to achieve creative or character-specific looks, ensuring aesthetic precision and maintaining continuity	Broadcasting
Hair Image Design	Conceptualise and create hairstyles that reflect character identities, era and cultural context to support visual storytelling and enhance overall production aesthetics	Broadcasting
Hair Cutting and Styling	Cut and style hair for screen and live contexts, considering lighting, camera angles, continuity and hair health	Broadcasting

Costume, Hair and Make-up (2/2)

Skill	Definition	Subsector
Fabric and Material Design	Select and manipulate fabrics/materials to achieve desired textures, colours and effects that support the production's aesthetic and technical requirements	Broadcasting
Costume Design and Conceptualisation	Develop costume concepts aligned to story, themes and character needs, balancing creativity with practicality, movement and production constraints	Broadcasting
Costume Construction and Tailoring	Pattern, cut and assemble costumes to achieve design intent, ensuring fit, comfort, durability and alignment with character, period and production style	Broadcasting

Customer Service and Experience		
Skill	Definition	Subsector
Complaint Handling and Conflict Resolution	Manage and resolve customer complaints and conflicts by applying structured problem-solving, empathetic communication, and de-escalation techniques to achieve fair and timely resolution while preserving customer trust.	• Telecommunications • Postal and Courier
Customer Behaviour Analysis	Devise tools and approaches for customer behaviour analysis, performing detailed analysis on customer data to derive actionable insights	• Telecommunications • Postal and Courier
Customer Experience Management	Develop and implement a cohesive end-to-end customer journey and experience to engage a population of customers with changing profiles, demands and buying patterns	• Telecommunications • Postal and Courier • Broadcasting
Service Excellence	Develop and apply service standards, processes, and behaviours to consistently deliver high-quality customer service, resolve service challenges, and maintain service excellence across customer touchpoints.	• Telecommunications • Postal and Courier
Customer Profiling	Manage customer interactions and relationships throughout customer lifecycle with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth	Telecommunications
Dispute Resolution	Manage disputes by implementing appropriate resolution approaches to find solutions to disagreements	Telecommunications
Technical Support	Provide expert assistance, troubleshooting, and guidance to resolve technical issues and ensure the optimal performance, reliability, and integrity of equipment, systems, or software	• Telecommunications • Broadcasting
Search Engine Optimisation (SEO)	Improve discoverability of digital content and web assets by optimising on-page elements, site structure and content strategy using keyword insights and performance analytics	Broadcasting
Customer Segmentation	Analyse customer data to segment audiences based on behaviours, preferences and needs, enabling the development of targeted marketing strategies and personalised engagement approaches	Broadcasting

Customer, Vendor, and Stakeholder Management (1/2)

Skill	Definition	Subsector
Account Management	Manage and grow assigned customer accounts by building strong relationships, understanding business needs, providing tailored solutions, and driving account profitability and retention.	• Telecommunications • Postal and Courier • Broadcasting
Customer Acquisition and Retention Management	Develop and execute strategies to attract new customers and retain existing ones through targeted sales initiatives, engagement programmes, and loyalty or retention tactics.	• Telecommunications • Postal and Courier • Broadcasting
Customer Management	Manage customer interactions across the customer lifecycle to enhance business relationships, support customer retention, and stimulate sales growth.	• Telecommunications • Postal and Courier • Broadcasting
Service Level Management	Negotiate, define, and monitor service commitments between service providers and customers to ensure service quality, performance, and satisfaction.	• Telecommunications • Postal and Courier
Technical Presentation	Deliver technical presentations by translating sector-specific technical specifications and complex technical details or concepts into clear, accessible language for technical/non-technical audiences	• Telecommunications • Postal and Courier
Technical Sales Support	Develop preliminary technical solutions, proposal or initial prototypes to address customers' needs...	• Telecommunications • Postal and Courier
Vendor Management	Draft, negotiate and formalise contracts with vendors or service providers, including measuring and managing vendors' or service providers' performance according to contracts and established standards, resolving contractual issues and maintaining vendors' or service providers' relationships	• Telecommunications • Postal and Courier • Broadcasting
Consortium Management	Build and manage collaborative partnerships among multiple organizations through effective governance, coordination, and communication to achieve shared strategic or project objectives	Telecommunications
Corporate Communication Strategy	Plan, develop, and execute communication initiatives that align with an organization's vision, values, and business objectives	Telecommunications

Customer, Vendor, and Stakeholder Management (2/2)		
Skill	Definition	Subsector
Crisis Communication and Media Management	Develop and execute communication strategies during crises to protect reputation, manage media relations, and maintain stakeholder confidence through transparent, timely, and coordinated messaging	Telecommunications
Media Relation Management	Build relationships to communicate a brand's message and enhance media visibility	Telecommunications
Public Relation Management	Develop public relations strategies and manage public relations communications and activities to achieve organisational public relations objectives	Telecommunications
Reputation Management	Monitor, influence, and maintain the positive perception of an organization, brand, or individual among stakeholders	Telecommunications

Data Development and Implementation (1/2)

Skill	Definition	Subsector
Big Data Analytics	Use advanced data processing techniques and large-scale datasets (structured + unstructured) to identify trends, generate insights, and support predictive and strategic decision-making	• Telecommunications • Postal and Courier • Broadcasting
Business Environment Analytics	Analyse industry and business landscape data such as competitor trends, regulations, and impacts	• Telecommunications • Postal and Courier • Broadcasting
Dashboard Creation and Visualisation	Designing and implementing interactive dashboards to present data insights clearly and effectively for decision-making.	• Postal and Courier • Broadcasting
Data Engineering	Design and maintain data infrastructure, creating and managing data pipelines, and ensuring efficient collection, storage, and processing of data for accessibility and analysis	• Telecommunications • Postal and Courier
Data Modelling	Establish and deploy data modelling techniques to support narrative and predictive analytics efforts and identify trends and patterns for simulation and forecasting purposes	• Telecommunications • Postal and Courier
Data Visualisation and Storytelling	Ability to design and implement visual representations of data including dashboards, charts, and interactive displays to communicate analytical insights clearly, strategically, and effectively for decision-making and stakeholder understanding	• Telecommunications • Postal and Courier
Data Wrangling	Prepare and refine raw data to make it suitable for analysis	• Telecommunications • Postal and Courier
Database Management	Organising and overseeing the storage, retrieval, and security of data within a database system	• Telecommunications • Postal and Courier • Broadcasting
SQL / Database Querying	Writing and executing queries to retrieve data from databases	• Telecommunications • Postal and Courier
Statistical Analytics	Apply statistical methods to analyse data and support decision-making	• Telecommunications • Postal and Courier
Data Collection and Analytics	Collect, extract and interpret data according to defined requirement to obtain business insights	Telecommunications

Data Development and Implementation (2/2)		
Skill	Definition	Subsector
Data Warehouse Solutions	Implement software and hardware systems for managing large datasets within warehouses	Telecommunications
GIS and Mapping Tools	The ability to use Geographic Information Systems (GIS) and mapping technologies to collect, analyze, visualise and manage spatial data	Telecommunications
SQL/ Database Querying	Write and execute queries to retrieve specific data from databases for analysis or reporting purposes	• Telecommunications • Postal and Courier
Data Visualisation and Dashboard Development	Ability to design and implement visual representations of data including dashboards, charts, and interactive displays to communicate analytical insights clearly, strategically, and effectively for decision-making and stakeholder understanding	Broadcasting
Data Strategy	Define and execute data strategy covering governance, architecture, policies and processes to enable value creation while ensuring compliance and responsible use across operations and analytics	Broadcasting

Engineering and Maintenance (1/6)

Skill	Definition	Subsector
Building Management Systems (BMS)	Configure, monitor, and maintain automated building systems to enhance energy performance, system reliability, and overall facility efficiency	• Telecommunications • Postal and Courier
Configuration Management	Control and maintain the integrity and consistency of systems and assets by managing configurations, versions, and changes across their life cycle using standardised processes and tools.	• Postal and Courier • Broadcasting
Equipment Management	Systematic process of overseeing and maintaining all aspects of equipment used within an organization to ensure optimal performance, reliability, and safety... including procurement, operation, maintenance, and disposal.	• Telecommunications • Postal and Courier • Broadcasting
Equipment Operation	Operate and monitor automation, sorting, scanning, and material-handling equipment, including setup, calibration, basic troubleshooting, and performance checks to ensure safe and efficient processing.	Postal and Courier
Equipment Testing	Execute equipment and systems testing procedures to ensure continuity of operations and meet standards of performance.	Postal and Courier
Predictive Maintenance	Uses data analysis tools and techniques to detect anomalies in operations and potential defects in equipment and processes.	• Telecommunications • Postal and Courier • Broadcasting
Preventive Maintenance	Carry out planned maintenance activities to prevent breakdowns, extend equipment lifespan, and minimise operational disruptions.	• Telecommunications • Postal and Courier • Broadcasting
Reliability Engineering	Manage life cycle costing, root cause failure analyses, reliability modelling and assessments, fit-for-purpose analyses and failure patterns of plant and equipment to provide reliability engineering technical support to production, maintenance and project teams	• Telecommunications • Postal and Courier
Troubleshooting	Identify, analyse and resolve technical problems and issues in systems, software and devices to minimise disruption to operations and prevent recurrences	• Telecommunications • Postal and Courier

Engineering and Maintenance (2/6)		
Skill	Definition	Subsector
Civil and Structural Engineering Management	Oversee the design, technical specifications, selection, modification, and troubleshooting of civil structures and systems, providing civil and structural engineering support to construction, maintenance, and project teams.	Telecommunications
Civil Structure Maintenance	Implement preventive and corrective maintenance of civil structures	Telecommunications
DAS Design and Optimisation	Design, implement, and fine-tune Distributed Antenna Systems to deliver reliable indoor wireless coverage and network performance through RF analysis, system integration, and performance optimisation	Telecommunications
Data Centre Facilities Management	Manage and maintain data centre resources, facilities and/or physical infrastructure to ensure smooth, stable and sustainable operations within data centres	Telecommunications
Drive Testing	Collection of data on mobile network performance and quality by measuring signal strength and service quality while moving through different locations	Telecommunications
Electrical Systems Engineering and Maintenance	Ability to design, install, maintain, and troubleshoot electrical systems and wiring to ensure safe, efficient, and reliable performance of equipment and operations	Telecommunications
Engineering Drawing and Design Specifications	Create design specifications and technical drawings to guide installation and construction works	Telecommunications
Engineering Drawing Interpretation	Use various engineering drawings, process equipment datasheets, vendor equipment engineering drawings and/or layouts and equipment datasheets, to support operations, maintenance and engineering activities	Telecommunications
Fibre Splicing	Ability to join optical fibre cable using fusion or mechanical methods	Telecommunications
Ground Station Systems	Design, operate, and maintain satellite communication ground systems to ensure reliable telemetry, tracking, and data exchange between spacecraft and terrestrial networks	Telecommunications

Engineering and Maintenance (3/6)

Skill	Definition	Subsector
Infrastructure Deployment	Set up, deploy and decommission infrastructure components and associated equipment in accordance to a set plan and established safety and/or quality procedures	Telecommunications
Infrastructure Development	Develop and implement strategies and design for IT infrastructure to support the business needs of an organisation in a way that is future ready, secure and cost-effective	Telecommunications
Infrastructure Support	Provide services to end users by systematically identifying, classifying and troubleshooting technical issues and incidents that disrupt and impact their day-to-day business activities, within a specified timeframe	Telecommunications
Link Budget Analysis	Ability to calculate, evaluate, and optimize the performance of a communication link by accounting for all gains, losses, and system parameters in the transmission path between a transmitter and receiver to ensure reliable signal quality and system efficiency	Telecommunications
Marine Surveying	Inspect, assess, and report on the condition, safety, and compliance of vessels, marine structures, and related equipment to ensure they meet statutory regulations, classification standards, and operational requirements for seaworthiness	Telecommunications
Mechanical Engineering Management	Design, maintain, and manage equipment and systems to ensure their optimal performance, reliability, and safety	Telecommunications
Mission Planning and Analysis	Capability to design, schedule, and optimise satellite mission operations including orbital activities, payload tasks, and ground contact plans	Telecommunications
Network Administration and Maintenance	Monitor and maintain network performance, identify and resolve issues and support users through proactive communication and training	• Telecommunications • Broadcasting
Network Analysis	Ability to analyse and interpret network data to uncover patterns, optimise performance, and support decision-making across digital, social, or physical networks.	Telecommunications

Engineering and Maintenance (4/6)		
Skill	Definition	Subsector
Network Configuration and Troubleshooting	Configure network hardware and software components according to organisational guidelines and technical requirements	Broadcasting
Network Optimisation	Continuously improve network reliability and performance through iterative enhancements and monitoring	Telecommunications
Networking Fundamentals	Proficiency in networking includes understanding the foundational concepts and principles of computer networking, such as protocols, architectures, and network components, crucial for designing and managing contemporary network infrastructures	• Telecommunications • Broadcasting
Offshore Equipment	Operate, maintain, and manage specialised machinery, tools, and systems used in offshore environments	Telecommunications
Orbital Mechanics and Astrodynamics	Application of the physics of satellite motion, focusing on the determination, prediction, and control of orbits under various gravitational and environmental forces	Telecommunications
Propagation Modelling	Simulate and analyse how radio waves travel through different environments, to predict signal strength and coverage in wireless communication systems	Telecommunications
Radio Frequency Engineering	Design, deploy and maintain radio frequency infrastructure for IT systems and wireless communication networks	• Telecommunications • Broadcasting
Rigging and Slings	Safely prepare, attach, lift, move, and secure loads using lifting equipment such as cranes, hoists, slings, shackles, and other rigging gear	Telecommunications
Satellite Communications Fundamentals	Understand, design, and operate basic satellite communication systems, including the principles of signal transmission, reception, modulation, link performance, and system configuration	Telecommunications
Satellite Network Optimisation	Analyse, configure, and enhance the performance, reliability, and efficiency of satellite communication networks	Telecommunications
Satellite Systems Engineering	Design, develop, integrate, and manage the technical systems that enable satellite missions and communications	Telecommunications

Engineering and Maintenance (5/6)

Skill	Definition	Subsector
Signal Processing and Modulation	Ability to design, analyse, and optimise how digital or analog information is encoded, transmitted, and decoded over satellite communication links using various modulation, coding, and signal processing techniques	Telecommunications
Site Assessment and Analysis	Plan and execute assessments of project sites to evaluate suitability for operations	Telecommunications
Structural Analysis and Simulation	Evaluate and predict the strength, stability, and performance of structures and components under various physical conditions using analytical methods and computer-aided simulation tools	Telecommunications
Submarine Cable Route Planning	Design and evaluate optimal undersea cable routes by analysing marine environments, seabed topography, geohazards, and regulatory constraints to ensure safe, reliable, and cost-effective cable installation and operation	Telecommunications
Submarine Cable Systems	Understand, design, deploy, and manage the end-to-end components of undersea communication systems, including optical fibre cables, repeaters, branching units, and landing stations, ensuring reliable global data transmission	Telecommunications
Submarine System Design and Integration	Engineer, configure, and integrate the technical subsystems of submarine cable networks including optical, electrical, and mechanical components to achieve required capacity, performance, and reliability	Telecommunications
System Installation/Decommissioning	Install and test IT hardware, software and cabling, resolving issues and maintaining accurate configuration records	Telecommunications
TCP/IP and Networking Protocols	Proficiency in understanding the fundamentals of the TCP/IP suite and other networking protocols for data communication across networks, ensuring reliable and efficient network operations	• Telecommunications • Broadcasting
Telemetry, Tracking and Command	Monitor, control, and communicate with spacecraft, satellites, or remote systems to ensure their proper operation, positioning, and data transmission throughout the mission lifecycle	Telecommunications

Engineering and Maintenance (6/6)		
Skill	Definition	Subsector
Wireless Network	Proficiency in designing, configuring, and managing wireless communication infrastructure to provide reliable connectivity and support mobile devices and applications	Telecommunications
Signal Processing	Apply signal processing concepts and tools to monitor, analyse and maintain signal quality for reliable transmission and reception across delivery pathways	• Telecommunications • Broadcasting
Equipment Diagnosis and Repair	Diagnose equipment malfunctions using appropriate tools and documentation and perform repairs to restore safe and reliable operation with minimal disruption	Broadcasting

Health, Safety and Environment (HSE) (1/2)

Skill	Definition	Subsector
Emergency Response	Implement emergency response plans and procedures to minimise harm, protect assets, and restore operations quickly during incidents such as fire, accident, medical emergencies, or natural disasters	• Telecommunications • Postal and Courier
Facility Security Policies and Procedures	Develop, implement, and monitor security policies and procedures for branches, hubs, and warehouses—including access control, CCTV use, alarm systems, and visitor protocols—to maintain a secure workplace	Postal and Courier
Inclement Weather Operations and Planning	Assess weather-related risks (e.g., floods, heavy rain, heatwaves), develop contingency plans, implement safety measures, and allocate resources to maintain operational continuity during adverse weather	• Telecommunications • Postal and Courier
Sustainability Management	Develop and implement organisational sustainability strategies focused on responsible resource use, emissions reduction, and long-term environmental impact management, aligned with industry and national sustainability goals	• Telecommunications • Postal and Courier
Sustainable Business Practices	Apply sustainable operating practices that balance environmental responsibility, social well-being, and financial performance—including waste reduction, ethical sourcing, and energy-efficient operations	• Telecommunications • Postal and Courier
Sustainable Sourcing	Select and work with suppliers that uphold environmental stewardship, ethical labour practices, and responsible material usage, ensuring sustainability criteria are embedded in procurement decisions	Postal and Courier
Sustainable Transportation Management	Implement eco-friendly transport strategies such as route optimisation, use of EVs or fuel-efficient vehicles, and green driving practices to reduce carbon footprint in logistics operations	Postal and Courier
Warehouse and Cargo OHS Management	Manage occupational safety and health practices in cargo handling and warehouse environments, ensuring compliance with safety standards relevant to packaging, loading, sorting, equipment use, and storage	Postal and Courier
Waste Management	Apply the knowledge, technical abilities, and competencies required to effectively manage waste through its entire lifecycle	Postal and Courier

Health, Safety and Environment (HSE) (2/2)		
Skill	Definition	Subsector
Workplace Safety and Health	Establish and maintain workplace safety and health (WSH) standards, policies, and compliance in alignment with legal requirements to ensure a safe working environment	• Telecommunications • Postal and Courier • Broadcasting
Workplace Safety and Health Incident Management	Manage workplace safety and health incidents effectively through a practical, structured approach	• Telecommunications • Postal and Courier
Design for Safety	Develop designs and solutions to ensure compliance with Design for Safety (DfS) regulations while safeguarding the safety and health of users, stakeholders and the general public	Telecommunications
Eco-Design Principles	Apply the knowledge, techniques, and abilities needed to design products, systems, and processes in a way that minimises environmental impact and maximizes sustainability	Telecommunications
Energy Management and Audit	Perform energy audits to optimise the energy performance of energy consuming systems and manage energy consumption	Telecommunications
Fire Prevention and Firefighting	Minimise the risk of fire and maintain operational readiness to respond to emergency situations involving structural fires	Telecommunications
Green Energy Integration	Efficiently integrate diverse renewable energy sources into existing energy systems in a seamless, reliable, and optimised manner	Telecommunications
Offshore Safety and Health	Implement, monitor, and enforce safety, health, and environmental standards to protect personnel, assets, and operations in offshore environments	Telecommunications
Permit Management	Manage the process for obtaining the required project permits, and the compliance to permit conditions following approval	• Telecommunications • Broadcasting
Safety Assessment	Assess software systems for compliance with safety standards, evaluating risks and ensuring appropriate engineering methods	Telecommunications
Workplace Safety and Incident Management	Manage workplace safety and health incidents effectively through a practical, structured approach	Broadcasting

Legal and Regulatory		
Skill	Definition	Subsector
Knowledge of Legal and Compliance	Proficiency in understanding legal requirements, regulations, and industry standards to ensure organisational compliance and mitigate legal risks	• Telecommunications • Postal and Courier • Broadcasting
Legal and Regulatory Research	Ability to research, interpret, and apply relevant laws, regulations, case precedents, and regulator guidelines to support compliance and organisational decision-making	• Telecommunications • Postal and Courier • Broadcasting
Regulatory Affairs	Interpret, apply, and manage compliance with laws, regulations, and guidelines governing the research, development, approval, manufacturing, marketing, and post-market surveillance of products	• Telecommunications • Postal and Courier
Regulatory Compliance	Develop, enforce and implement regulatory compliance activities to ensure compliance with legislative and regulatory requirements	• Telecommunications • Postal and Courier • Broadcasting
Knowledge of Satellite Standards and Regulations	Understanding of international, regional, and national policies, technical standards, and regulatory frameworks governing the design, operation, frequency use, and safety compliance of satellite and space communication systems	Telecommunications
Spectrum Management	Plan, allocate, coordinate, and regulate the use of the radio frequency spectrum to ensure efficient, interference-free operation of communication systems	Telecommunications
Subsea Cable Regulation	Understand, interpret, and comply with national and international laws, policies, and permitting processes governing the installation, operation, and protection of submarine communication cables	Telecommunications
Rights and Licensing Management	Manage content rights, usage restrictions and licensing conditions to ensure lawful distribution and monetisation. Track rights windows, territories and contractual obligations to prevent compliance breaches	Broadcasting
Contract Drafting	Prepare and structure legally sound contracts, agreements, and memoranda that clearly define terms, obligations and deliverables. Ensure accuracy, consistency and compliance with legal and organisational standards, while safeguarding the organisation's interests and facilitating effective business relationships	Broadcasting

Media Technology and Operations		
Skill	Definition	Subsector
Media Content Cataloguing	Catalogue content using defined metadata standards and conventions to support discoverability, retrieval, rights tracking and effective content management	Broadcasting
Media Asset and Metadata Management	Manage media assets and metadata using digital asset management approaches and systems to ensure secure access, discoverability, rights compliance, and lifecycle control	Broadcasting
Master Control Room Operations	Operate and manage playout and transmission workflows to ensure accurate and continuous delivery of content. Monitor feeds, respond to issues and maintain compliance with operational requirements	Broadcasting
File Version Control and Management	Apply structured version control practices to manage working files and iterations across production and post-production. Maintain clear version histories, naming conventions, access controls, change logs and rollback options to prevent loss, duplication or conflicting edits. Coordinate file handovers and approvals to ensure teams are working on the correct versions and that deliverables remain traceable and audit-ready across tools and workflows	Broadcasting
Content Scheduling and Playout Coordination	Plan, manage and coordinate content schedules to ensure accurate, timely delivery across broadcast and digital platforms. Align playout timing, metadata and operational workflows to minimise disruptions and maintain service continuity	Broadcasting
AV Compression	Apply audio and video compression techniques to optimise media quality, bandwidth efficiency and delivery performance across broadcast and digital platforms. Configure and manage codecs, bitrates and encoding parameters to balance quality, latency, compatibility and cost while ensuring reliable transmission and standards compliance	Broadcasting

People Management and Development		
Skill	Definition	Subsector
Organisational Change Management	Establish change management strategies and policies to plan and facilitate the transition of employees, resources, business processes and operations to a desired end state in a manner that is seamless, sustainable and aligned with business objectives	• Telecommunications • Postal and Courier
People and Performance Management	Ability to set performance expectations, coach and monitor team members, conduct performance evaluations, and apply performance improvement plans to drive employee productivity and engagement	• Telecommunications • Postal and Courier • Broadcasting

Production and Direction		
Skill	Definition	Subsector
Talent Casting	Evaluate and select suitable talent for production roles by aligning creative requirements, performance capabilities and production constraints. Coordinate auditions and engagement processes to ensure talent choices support narrative intent, audience appeal and commercial considerations	Broadcasting
Script Supervision	Monitor script progress completion, adherence and continuity throughout production to ensure consistency across scenes, shots and edits. Identify and resolve discrepancies that may affect narrative clarity	Broadcasting
Production Operations	Coordinate production and post-production activities to deliver work safely, on time and within constraints. Manage schedules, resources, communication and issue resolution across teams to maintain continuity and efficiency	Broadcasting
Procurement for Production Operations	Source goods and services required for production by managing purchasing processes, vendor coordination and delivery timelines while meeting budget, quality and compliance requirements	Broadcasting
Location Planning and Coordination	Plan, assess and coordinate production locations for creative fit and operational feasibility. Manage permissions, access, schedules, logistics, safety considerations and stakeholder requirements to support efficient, compliant production execution across studio and on-location environments	Broadcasting
Direction	Provide creative leadership, guidance and coordination on set to translate scripts and creative intent into effective on-screen execution. Direct cast, crew and technical teams by aligning performance, camera, lighting and production workflows to achieve the desired creative vision while maintaining efficiency, safety and production continuity	Broadcasting
Cultural Awareness and Sensitivity	Recognise and respect cultural differences and contexts when creating content and interacting with diverse groups. Apply inclusive practices to reduce harm, improve representation and support effective engagement	Broadcasting
Creative Storytelling	Develop and communicate stories, ideas, or concepts through creative approaches that engage audiences, convey meaning clearly and align with intended tone and objectives	Broadcasting

Production Design and Art		
Skill	Definition	Subsector
Set Design	Design and develop sets that support the production's creative direction by translating concepts into layouts and build-ready plans. Consider functionality, safety, camera requirements and practical constraints	Broadcasting
Set Construction	Construct, assemble and dismantle physical sets and on-set assets, including scenic elements and props, in accordance with design specifications and production requirements. Coordinate materials, tools and build processes to ensure structural integrity, safety compliance, visual accuracy and readiness for filming or live production	Broadcasting
Prop Design	Design, fabricate and prepare props that support narrative, visual authenticity and production requirements. Translate creative concepts into functional on-set assets while considering durability, safety, scale and integration with set design and performance needs	Broadcasting
Production Design	Research and develop the overall visual world of a production and translate creative direction into practical design plans. Coordinate with departments to ensure designs are feasible, consistent and aligned to narrative and production constraints	Broadcasting

Production Technical Services (1/2)		
Skill	Definition	Subsector
Visual Style Development	Develop and document the intended visual approach of a production, including framing, movement, lighting, lensing and technical parameters. Align creative intent with technical feasibility to guide consistent execution	Broadcasting
Vision Mixing	Switch and composite multiple visual sources in live or recorded productions to deliver coherent visual output. Coordinate cues, transitions and overlays to support storytelling and technical standards	Broadcasting
Technical Operations	Plan and manage technical operations for studio and outside broadcast productions, including system readiness, coordination of technical teams, and real-time issue management to ensure stable production delivery	Broadcasting
Sound Recording Operations	Set up and operate sound recording equipment to capture clean, usable audio in varied environments. Manage levels, mic placement, monitoring, backups and basic troubleshooting during production	Broadcasting
Sound Design and Creation	Design and create sound elements, such as effects, textures, atmospheres, that support narrative intent and production style. Translate creative requirements into usable sound assets across delivery formats	Broadcasting
Multi-Camera Operations	Coordinate and operate multiple camera setups to ensure consistent coverage and synchronisation. Maintain shot continuity and effective communication to support coherent delivery	Broadcasting
Lighting Operations in Digital Lighting Control	Set up and operate DMX-based lighting control systems. Manage patching, cueing and troubleshooting to deliver stable lighting execution aligned to production requirements.	Broadcasting
Lighting Operations	Set up, operate and adjust lighting equipment for productions to achieve required visual outcomes. Coordinate with creative and technical teams to maintain safety, consistency and continuity	Broadcasting

Production Technical Services (2/2)		
Skill	Definition	Subsector
Drone Operations	Operate drones to capture aerial video and images for broadcast and digital productions. Manage flight planning, camera settings, safety checks and environmental constraints, and ensure compliance with aviation regulations, site permissions and production requirements	Broadcasting
Cranes, Remote Heads and Jibs Operations	Set up and operate cranes, jibs and remote heads safely to achieve planned camera movements and angles. Coordinate with relevant teams to maintain shot stability and safety compliance	Broadcasting
Camera Operations	Prepare, position and operate cameras, lenses, and accessories to capture visual content according to production requirements. Ensure proper framing, exposure, focus and basic troubleshooting, while maintaining continuity and alignment with creative direction	Broadcasting

Products and Services (1/2)		
Skill	Definition	Subsector
Product Advisory	Possess in-depth technical and business knowledge of products and services, and advise customers on suitable solutions based on their needs	• Telecommunications • Postal and Courier
Product Design and Development	Manage new product design and development from Research and Development (RandD), including initial product design concepts, small batch piloting, market testing and evaluation	• Telecommunications • Postal and Courier
Product Management	Strategically plan, develop, and oversee products or services throughout their lifecycle, ensuring they meet market needs, business objectives, and customer expectations	• Telecommunications • Postal and Courier
Product Performance Management	Determine effectiveness of product improvements or variations through the analysis of data based on knowledge of process improvement and efficient production techniques and systems	• Telecommunications • Postal and Courier
Product Requirements	Gather and manage user and stakeholder requirements to align product/service design with business goals	• Telecommunications • Postal and Courier
User Experience Design	Conceptualise, project and make enhancement of the user's interaction and engagement with an IT product and/or service based on a robust analysis and understanding of the product and/or service's performance vis-a-vis the user's desired experience and outcomes	• Telecommunications • Postal and Courier • Broadcasting
User Interface Design	Design user interfaces for machines and software, incorporating visual, technical and functional elements that facilitate ease of access, understanding and usage	• Telecommunications • Postal and Courier • Broadcasting
New Product Introduction Management (NPI)	Manage the transition of new products from development to manufacturing and market launch, ensuring readiness, quality, and alignment with business objective	Telecommunications
Product Demonstration	Develop knowledge of the range and price of the organisation's products and services, as well as present and demonstrate the use and application of products and services to customers	Telecommunications

Products and Services (2/2)		
Skill	Definition	Subsector
Product Knowledge	Ability to understand and effectively communicate the features, benefits, and applications of a product	Telecommunications
Product Launch Management	Plan, coordinate, and execute the introduction of new products or services to market	Telecommunications
Product Lifecycle Management	Ability to manage a product's entire lifecycle — from concept, design, and development through production, operation, and eventual disposal or retirement	Telecommunications
Wireframing	Create visual layouts of websites or applications, focusing on structure and functionality to enhance user experience	Telecommunications
Website Performance Management	Monitor and improve website performance by identifying stability, speed and reliability issues. Establish benchmarks, track performance indicators and implement fixes to meet service expectations	Broadcasting
Website Design	Design websites by defining user needs, content structure, interface elements and functional requirements. Ensure usability, accessibility and alignment with intended objectives	Broadcasting

Project and Process Management (1/2)

Skill	Definition	Subsector
Business Process Management	Analyse, monitor and enhance the overall performance of the business to optimise financial, operational and strategic aspects, ensuring the organisation's objectives are met	• Telecommunications • Postal and Courier • Broadcasting
Portfolio Management	Plan, prioritise, and oversee a collection of projects, programs, or investments to achieve strategic business objective	• Telecommunications • Postal and Courier
Process Automation	Involves identifying, designing, and implementing automated solutions to streamline repetitive tasks, reduce manual intervention, and improve operational efficiency within organisational processes	• Telecommunications • Postal and Courier • Broadcasting
Process Optimisation	Identifying inefficiencies, analysing workflows, and implementing changes to enhance productivity, efficiency, and resource utilisation.	• Telecommunications • Postal and Courier • Broadcasting
Process Re-engineering	Proficiency in redesigning existing processes to achieve significant improvements in cost, quality, speed, and customer satisfaction, often leveraging new technologies and innovative approaches	• Telecommunications • Postal and Courier
Project Management	Plan and execute projects by managing stakeholders, resources, timelines and mitigating risks to ensure successful completion.	• Telecommunications • Postal and Courier • Broadcasting
Requirements Definition and Management	Manage requirements throughout solution lifecycles, balancing stakeholder needs with technical and regulatory constraints	• Telecommunications • Postal and Courier
Solution Design Thinking	Construct solution based upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what can be and create desired outcomes that benefit the organisation and customers	• Telecommunications • Postal and Courier • Broadcasting
System Thinking	Understand complexity of cause-and-effect relationships of systems and processes across the organisation, as well as evaluate systems based on the value-creation and contribution to specific issues	• Telecommunications • Postal and Courier
Engineering, Procurement and Construction Management	Manage engineering design, procurement and construction for new projects	Telecommunications

Project and Process Management (2/2)

Skill	Definition	Subsector
Project Feasibility Assessment	Assess feasibility by evaluating external business landscape, internal capabilities and resources, potential risk and expected outcomes. Summarise findings to support go/no-go decision making and planning	Broadcasting
Production Planning and Scheduling	Plan and maintain production schedules by sequencing activities, aligning resources and managing dependencies. Adjust plans to address changes while protecting timelines, costs and delivery needs	Broadcasting

Quality Management (1/2)		
Skill	Definition	Subsector
Quality Assurance and Quality Control	Develop, implement, and monitor quality standards, procedures, inspections, and testing to ensure products and services consistently meet customer and regulatory requirements	• Telecommunications • Postal and Courier • Broadcasting
Structural Testing	Execute non-destructive structural tests to ensure integrity and reliability of structural components against standards and product specifications based on determined test methods, criteria, equipment and timeframe	Telecommunications
Failure Analysis	Examine electrical and physical defect evidence to determine cause of failure and identify failure modes	• Telecommunications • Postal and Courier
Non-Conformance Management	Develop and implement non-conformance procedures and practices to ensure non-conformance materials and products are identified and managed	• Telecommunications • Postal and Courier
Product Testing	Develop structured process to test manufactured products based on product specifications to ensure they meet quality and regulatory standards	• Telecommunications • Postal and Courier
RCA and Corrective Action (RCCA)	Identify root causes of operational or service failures and implement corrective and preventive actions (CAPA) to prevent recurrence, including validation of effectiveness	• Telecommunications • Postal and Courier
Service Quality Management	Coordinate and implement strategies, systems, and processes to continuously improve service quality, customer satisfaction, and organisational effectiveness.	• Telecommunications • Postal and Courier
Software Testing	Assess and test the overall effectiveness and performance of an application, involving the setting up of suitable testing conditions, definition of test cases and/or technical criteria	• Telecommunications • Postal and Courier
Technical Inspection	Execute formal inspection exercises to ensure quality, safety, and reliability adhering with technical specifications and compliance requirements	• Telecommunications • Postal and Courier • Broadcasting

Quality Management (2/2)		
Skill	Definition	Subsector
Test Planning	Define requirements and test procedures across various life stages to verify and ensure that a product, system or technical solution meets its design specification, performance, load and volume levels set out	• Telecommunications • Postal and Courier
Testing	Plan and execute software and hardware testing to validate functionality, security and performance, while managing risk and compliance	• Telecommunications • Postal and Courier
User Testing and Usability Testing	Conduct and manage user tests to validate the feasibility of design, evaluate its functionality and ease of use as part of a user-centred design process	• Telecommunications • Postal and Courier • Broadcasting

Research and Development		
Skill	Definition	Subsector
Digital and Physical Prototyping	Construct design concepts, either digitally or physically, to develop deeper understanding of the designs and test their usability and functionality	• Telecommunications • Postal and Courier
Emerging Technology Monitoring	Identify, assess and evaluate emerging technologies for potential improvements of business operations, products, services and competitive advantages	• Telecommunications • Postal and Courier
Emerging Technology Synthesis	Identify, assess and evaluate emerging technologies for potential improvements of business operations, products, services and competitive advantages	• Telecommunications • Postal and Courier
Feasibility Analysis	Evaluate the practicality and viability of new ideas, technologies, and service innovations by analysing technical requirements, operational impact, financial implications, and organisational readiness. This includes assessing risks, scalability potential, resource needs, and alignment with strategic goals before implementation or pilot rollout.	Postal and Courier
Predictive Modelling	Utilise statistical algorithms and machine learning techniques to develop forecasts and predict future outcomes based on historical and current data to support decision-making	• Telecommunications • Postal and Courier
Computational Modelling	Develop, select and apply algorithms and advanced computational methods to enable systems or software agents to learn, improve, adapt and produce desired outcomes or tasks	Telecommunications
Mathematical Concepts Application	Involves the ability to solve complex problems and make informed decisions by effectively using mathematical principles and techniques such as Linear Algebra and Geometry and Trigonometry	Telecommunications
Research and Information Synthesis	Effectively identify, source and interpret information to identify patterns, uncover insights, conduct benchmarking and integrate findings into recommendations and/ or guide decision making	• Telecommunications • Postal and Courier
User Research	Conduct user research to uncover behaviours and needs, informing inclusive and accessible design for systems, products and services	Telecommunications

Risk Management, Compliance and Governance (1/5)

Skill	Definition	Subsector
Artificial Intelligence Ethics and Governance	Establish and drive Artificial Intelligence Ethics and Governance frameworks to ensure compliance, manage risks and commercial benefits in product design	• Telecommunications • Postal and Courier
Audit and Compliance Strategy Development	Design organisation-wide compliance and audit frameworks, policies, and controls aligned to statutory and industry requirements.	• Telecommunications • Postal and Courier
Audit Management	Plan, execute, and report audits to verify internal controls, operational compliance, and performance.	• Telecommunications • Postal and Courier
Compliance Reporting	Prepare structured reporting on regulatory compliance, incidents, and risk status for authorities and boards.	• Telecommunications • Postal and Courier
Corporate Governance	Establish governance frameworks, controls, and policies to ensure lawful and ethical operations.	• Telecommunications • Postal and Courier
Cyber and Data Breach Incident Management	Detect, contain, and report cyber/data incidents while coordinating with stakeholders on recovery.	• Telecommunications • Postal and Courier
Cyber Forensics	Develop and manage digital forensic investigation and reporting plan which specifies the tools, methods, procedures and practices to be used	• Telecommunications • Postal and Courier
Cyber Risk Management	Identify and mitigate cyber vulnerabilities, prioritizing risk treatment actions.	• Telecommunications • Postal and Courier • Broadcasting
Cybersecurity Management	Manage technical and procedural controls to ensure cyber resilience and compliance	• Telecommunications • Postal and Courier • Broadcasting
Data Ethics	Apply legal and ethical principles in the collection, use, storage and disposal of data	• Telecommunications • Postal and Courier • Broadcasting
Data Governance	Define policies and standards for data lifecycle, accuracy, access control, and retention.	• Telecommunications • Postal and Courier
Data Privacy and Security	Involves implementing measures to protect sensitive information from unauthorised access, ensuring compliance with privacy regulations	• Telecommunications • Postal and Courier • Broadcasting

Risk Management, Compliance and Governance (2/5)

Skill	Definition	Subsector
Data Protection Management	Develop and implement a Data Protection Management Programme to comply with the Personal Data Protection Act 2012	• Telecommunications • Postal and Courier • Broadcasting
Digital Forensics and Evidence Recovery	The ability to collect, preserve, analyse, and interpret digital evidence from devices, systems, and networks in accordance with forensic standards. This includes recovering deleted or hidden data, performing chain-of-custody documentation, ensuring evidence integrity, and using forensic tools (e.g., disk imaging, log extraction, metadata analysis) to support investigations, legal proceedings, or incident response.	• Telecommunications • Postal and Courier
Disaster Recovery Management	Develop and implement internal policies, processes and arrangements to guide and enable the prompt recovery of critical IT infrastructure and systems following a crisis or disaster. This includes monitoring the efficiency and effectiveness of response to significant incidents or disruptions and reviewing the organisation's disaster recovery plan and processes.	• Telecommunications • Postal and Courier
Emergency Management	Establish a comprehensive emergency management program to ensure all stakeholders in the workplace are well-prepared to respond effectively to any potential emergencies	• Telecommunications • Postal and Courier
Enterprise Risk Management	Identify and assess enterprise-wide risks (financial, operational, legal) and develop mitigation strategies.	• Telecommunications • Postal and Courier
Environment and Social Governance	Understand the latest industry and/or client standards regarding Environment and Social Governance (ESG) and undertake ESG research activities and document findings	• Telecommunications • Postal and Courier
Environment and Social Governance Reporting	Collect, analyse, and disclose environmental, social, and governance performance data in line with international sustainability frameworks to ensure transparency, compliance, and stakeholder confidence	• Telecommunications • Postal and Courier
Incident Management	The ability to establish, coordinate, and execute processes for identifying, documenting, and resolving service incidents	• Telecommunications • Postal and Courier
Telecommunications Broadcasting	Implement controls and strategies to ensure information systems are secure, compliant and resilient	• Telecommunications • Postal and Courier • Broadcasting

Risk Management, Compliance and Governance (3/5)

Skill	Definition	Subsector
International Trade Legislation Compliance	Apply import/export laws, tariffs, sanctions, and customs policies to avoid border violations	Postal and Courier
Policy Analysis and Development	Evaluate existing policies, identify gaps or areas for improvement, and design new policies that align with organizational objectives, regulatory requirements, and industry best practices	• Telecommunications • Postal and Courier
Policy Implementation and Revision	Identify priority areas for policy development and evaluate existing policies to determine currency and relevance before implementing updated policies across the organisation	• Telecommunications • Postal and Courier
Risk Governance	Establish, implement and oversee structured processes, policies and strategies within an organisation to identify, assess and manage risks effectively, ensuring compliance, transparency, oversight and sustainable decision-making	• Telecommunications • Postal and Courier
Risk Modelling and Validation	Quantify and value risks to assess the organisation's exposure to risk and make better decisions about how to manage risks	• Telecommunications • Postal and Courier
Security Governance	Create organisation-grade physical and information security policies, infrastructure, and monitoring	• Telecommunications • Postal and Courier
Security Programme Management	Develop and manage security solutions, products and services through technology innovation, experimentation and collaboration	• Telecommunications • Postal and Courier • Broadcasting
Security Strategy	Set and oversee the long-term roadmap for enterprise security solutions and controls	• Telecommunications • Postal and Courier
Technology Governance	Establish governance frameworks for emerging technologies by defining acceptable use, risk controls, accountability structures and compliance safeguards. Balance innovation with ethical, legal and operational considerations to ensure responsible adoption	Broadcasting
Media Law and Compliance	Apply media-related legal and regulatory requirements, such as content standards, rights, intellectual property and advertising rules to ensure compliant content production and distribution	Broadcasting

Risk Management, Compliance and Governance (4/5)

Skill	Definition	Subsector
Ethics, Values and Legislation	Apply ethical principles, organisational values and relevant legal and regulatory requirements to professional decision-making and conduct. Assess the impact of actions on stakeholders, identify potential risks or harm and ensure work activities uphold integrity, accountability and compliance with societal and organisational expectations	Broadcasting
Cybersecurity Knowledge	Understand fundamental cybersecurity principles, common threats and vulnerabilities affecting broadcast, IT and digital platforms. Apply basic security practices to protect systems, data and content, including access control, safe system usage, incident awareness and compliance with organisational security policies	Broadcasting
Content Compliance Review	Review content for compliance with regulatory, legal and organisational standards prior to publication or broadcast. Identify risks and recommend corrective actions	Broadcasting
Compliance Strategy Development	Develop, implement and improve compliance approaches that maintain organisational readiness and resilience. Establish planning, audit frameworks and reporting practices that support sustained compliance with regulatory and internal requirements.	Broadcasting
Compliance Review and Reporting	Plan and execute compliance reviews by collecting evidence, assessing adherence to requirements, documenting findings and tracking corrective actions to closure. Prepare accurate reports that demonstrate adherence to regulatory requirements, standards and internal policies. Communicate compliance status, issues and remediation progress clearly to relevant stakeholders	Broadcasting
Business Continuity Management	Create systems and process for prevention and recovery to deal with potential threats to the organisation with the aim of enabling ongoing operations before and during the execution of disaster recovery	Telecommunications
Cloud Security	Involves the practices, technologies, and policies designed to protect data, applications, and infrastructure in cloud computing environments	Telecommunications

Risk Management, Compliance and Governance (5/5)		
Skill	Definition	Subsector
Database Security	Implement measures to protect database systems from unauthorised access, breaches, and data theft	Telecommunications
DevSecOps	Integrate security measures into software development and IT operations throughout the system development lifecycle to ensure secure and reliable deployment	Telecommunications
IT Governance	Set and monitor IT infrastructure, information, digital services and associated technology	Telecommunications
Knowledge of Regulatory	Understanding the laws, regulations, and compliance requirements that govern the telecommunications industry and related business operations	Telecommunications
Network Security	Design and configure network systems to ensure the integrity of network infrastructure through the use of appropriate protection, detection and response mechanisms	• Telecommunications • Broadcasting
Regulatory Risk Assessment	Analyse the impact of latest global regulatory developments and relevant laws on organisation's risk exposure and the overall financial services industry	Telecommunications
Risk Management	Identify, evaluate and manage risks by developing and implementing risk management strategies, frameworks, policies, procedures and practices	• Telecommunications • Broadcasting
Risk Reporting	Accurately capture, analyze, and communicate risk-related information to stakeholders in a timely and structured manner	Telecommunications
Security Administration	Administer, configure and update of security programmes and mechanisms, including the application of system patches to ensure that enterprise assets are adequately protected against threats	Telecommunications
Security Awareness	Drive security education and awareness in an organisation by providing advice and guidance on potential risks, mitigation strategies and best practices	Telecommunications

Script and Story Development		
Skill	Definition	Subsector
Storyboarding	Create visual representations of scenes, sequences and shots to communicate narrative flow, composition and technical requirements. Translate scripts and creative concepts into structured visual plans that guide directors, production teams and technical crews during pre-production and execution	Broadcasting
Scriptwriting	Write scripts that communicate story and purpose effectively across formats. Structure dialogue, scenes and pacing to meet audience needs and production constraints	Broadcasting
Script Comprehension and Interpretation	Interpret scripts to understand intent, tone and required actions. Translate script meaning into aligned performance or production decisions during execution	Broadcasting
Narrative Design	Design narrative flow by defining story elements, progression and pacing that maintain engagement and clarity across formats and platforms	Broadcasting
Guided Storytelling	Shape and structure narratives to engage audiences and communicate messages clearly. Guide story development by refining arc, pacing and emotional resonance to support intended outcomes	Broadcasting

Software Development and Implementation (1/4)		
Skill	Definition	Subsector
Artificial Intelligence Security	Ability to protect AI systems, their data, and their models from attacks, misuse, and manipulation	Postal and Courier
Security Assessment and Testing	Conduct threat modelling, vulnerability assessment and penetration testing to reveal vulnerabilities or lapses in the existing systems or security mechanisms and evaluate the extent to which systems are able to protect the organisation's data and maintain functionality as intended	Postal and Courier
Security Monitoring	Design, develop and utilise security monitoring tools and platforms to detect security threats and vulnerabilities, conduct real-time analysis of security alerts and determine prompt remedial actions	Postal and Courier
Software Security	Safeguard software applications and networks by identifying vulnerabilities and defending against cyber threats	Postal and Courier
Applied Encryption and Cryptography	Implement and manage cryptographic techniques and encryption protocols to secure data, communications, and systems in practical applications	• Telecommunications • Postal and Courier
Back-End Technologies	Knowledge on server-side components of web applications that manage data processing, database interactions, and application logic, enabling communication between the server and client	• Telecommunications • Postal and Courier • Broadcasting
Continuous Integration and Continuous Deployment (CI/CD)	Manage the planning, building, testing and integration of codes, and deployment of software changes and updates into a live environment	• Telecommunications • Postal and Courier
Front-End Technologies	Knowledge of the use of programming languages, frameworks, and tools to build the user interface and user experience of web applications	• Telecommunications • Postal and Courier • Broadcasting
Software Configuration	Configure software products and apply scripts and automation tools to integrate and deploy software releases to various platforms and operating environments	• Telecommunications • Postal and Courier
Software Development Lifecycle (SDLC)	Apply end-to-end software lifecycle practices (requirements, design, backlog/Agile delivery, CI/CD, testing, release, monitoring) for logistics applications and integrations	• Telecommunications • Postal and Courier

Software Development and Implementation (2/4)		
Skill	Definition	Subsector
Threat and Vulnerability Management	Manage cyber threats and system vulnerabilities to minimise cyber risks	• Telecommunications • Postal and Courier
Vulnerability Assessment and Penetration Testing	Proficiency in identifying weaknesses in IT systems, networks, or applications and simulating attacks to assess security posture and mitigate potential risks	• Telecommunications • Postal and Courier • Broadcasting
Agile Software Development	Plan and implement agile methodology and the use of adaptive and iterative methods and techniques in the software development lifecycle to account for continuous evolution, development, and deployment to enable seamless delivery of the application to the end user	Telecommunications
Application Programming Interface (API) Management	Design, deploy, monitor and maintain different software applications or systems by leveraging Application Programming Interfaces (APIs)	• Telecommunications • Postal and Courier
Applications Development	Develop applications based on design specifications; encompassing coding, testing, debugging, documenting, and refining applications, ranging from basic to advanced context-aware and augmented reality apps with predictive behavior analytics and geo-spatial capabilities, while adhering to development and security standards and potentially integrating or improving existing components	• Telecommunications • Postal and Courier
Applications Support and Enhancement	Deliver continuous technical support and enhancements for application users. This involves offering guidance and assistance with application installation and maintenance, troubleshooting and resolving application issues, and addressing change requests to improve the functionality and performance of the application.	Telecommunications
Containerisation and Orchestration	Automate network service delivery across traditional and virtualised environments to improve efficiency and minimise manual intervention	Telecommunications
DevOps	Automate and integrate software development and IT operations to improve deployment speed, reliability, and collaboration	• Telecommunications • Postal and Courier

Software Development and Implementation (3/4)		
Skill	Definition	Subsector
Embedded Software Design	Develop, test, and maintain software that interacts closely with hardware components in embedded systems	• Telecommunications • Postal and Courier • Broadcasting
Embedded Systems Interface Design	Design and set up interface and interconnections from or among sensors, through a network, to a main location, to enable transmission of information	Telecommunications
Embedded Systems Programming	Programme an embedded system using permitted programming interfaces provided by the system to support creation of devices that do not operate on traditional operating systems	Telecommunications
Firmware Development	Develop and maintain low-level software for embedded systems and hardware control, ensuring efficient and correct operation	Telecommunications
Firmware Testing and Validation	Verify and validate that firmware meets design specifications and performs as intended through simulation, debugging and troubleshooting, performance, security, compliance and standards testing	Telecommunications
Infrastructure as Code (IaC)	Ability in automating and managing IT infrastructure using code-based configuration and deployment techniques	Telecommunications
Operating System	Proficiency in Operating Systems involves the software that manages computer hardware resources and provides services for computer programs, facilitating efficient and reliable operation of computer systems	Telecommunications
Programming, Coding and Scripting	Design, build, test, and maintain software and scripts (backend, frontend, mobile, automation) that power tracking, routing, label generation, data pipelines, and ops tooling	Broadcasting
Software Design and Development	Conceptualise, design, build, test, and maintain software solutions that meet defined business or user requirements	Telecommunications
System Integration and Configuration	The capability to integrate different hardware and software components into one unified, efficiently managed system	• Telecommunications • Postal and Courier

Software Development and Implementation (4/4)		
Skill	Definition	Subsector
Threat Analysis and Defence	Enable and conduct analytics of malicious threats, to examine their characteristics, behaviours, capabilities, intent and interactions with the environment as well as the development of defence and mitigation strategies and techniques to effectively combat such threats	Telecommunications
Threat Intelligence and Detection	Monitor intelligence-gathering and anticipate potential threats to an ICT system proactively	Telecommunications
Version Control	Ability to manage and track changes to source code and related files using version control systems	Telecommunications
Switches and Routers Configuration	Configure and manage switches and routers to support network performance, resilience and security. Maintain documented configurations, apply updates and standard baselines and troubleshoot faults to restore normal service	Broadcasting

Supply Chain and Logistics Management (1/2)

Skill	Definition	Subsector
Cargo Tracking System Administration	Configure, operate, and maintain parcel/ cargo tracking systems – ensuring scan accuracy, location visibility, and data integrity across network points (branch → hub → linehaul → last-mile).	Postal and Courier
Contract Management	Manage contractual terms with logistics partners (3PLs, fleet, PUDO points, technology vendors), track SLAs, compliance, renewals, and dispute resolution.	Postal and Courier
Defensive Riding and Driving	Safe vehicle operation techniques to reduce accidents and ensure operational continuity for riders/drivers.	Postal and Courier
Distribution Planning	Forecast and schedule parcel volumes, allocate capacity, and design distribution flows between hubs, micro-hubs, and branches to optimise throughput and sorting efficiency.	Postal and Courier
Fleet Management	Plan, execute, and monitor fleet operations to improve on-time performance, productivity, cost per drop, and safety for last-mile and pickup fleets.	Postal and Courier
Load Distribution Analysis	Plan and manage vehicle loading patterns to ensure safety, maximise capacity, and prevent damage or overloading.	Postal and Courier
Order Fulfilment Administration	Process and validate shipment orders, ensuring correct scanning, labelling, handover, and status triggers in the system.	Postal and Courier
Procurement Management	End-to-end supplier evaluation, sourcing, negotiation, PO and delivery tracking for fleet, facilities, tech, or consumables.	Postal and Courier
Returns Processing	Manage return workflows: pickup, verification, routing to seller/warehouse, and SLA-driven redelivery or liquidation.	Postal and Courier
Route Planning and Optimisation	Use routing tools and operational insights to optimise courier rounds, reduce distance/ time, and improve delivery success rate.	Postal and Courier
Supply Chain Management	Design and manage supply chain networks supporting logistics services, ensuring resilience, sustainability, and cost efficiency	Postal and Courier

Supply Chain and Logistics Management (2/2)

Skill	Definition	Subsector
Transport Management System (TMS) Administration	Configure and operate TMS features — fleet scheduling, dispatch plans, vehicle movement tracking, POD confirmation.	Postal and Courier
Transportation Management	Coordinate and manage transportation operations to ensure timely, compliant and efficient movement of people and goods. Monitor performance and resolve issues to maintain continuity	• Postal and Courier • Broadcasting
Logistics Management	Plan and coordinate the flow of goods, services and information to support operational needs efficiently. Manage constraints, timelines and stakeholders to reduce cost and improve service reliability	• Postal and Courier • Broadcasting

Talent Performance		
Skill	Definition	Subsector
Microphone Technique	Select, position and use microphones appropriately to capture clear audio. Apply practical techniques for different environments and manage handling noise, levels and placement constraints	Broadcasting
Interviewing Techniques	Conduct interviews effectively by preparing questions, building rapport, eliciting relevant information and documenting outcomes clearly. Apply appropriate techniques for the context, such as stakeholder engagement and content interviews	Broadcasting
Acting for Camera	Perform scripted roles for on-screen productions by adapting performance to framing, continuity, direction and technical requirements to deliver authentic and engaging portrayals	Broadcasting

Technical Design and Architecture (1/2)

Skill	Definition	Subsector
Applications Integration	Design and implement reliable integrations between enterprise systems (e.g., TMS, WMS, OMS, finance, customs), including API design/consumption, middleware, message queues, and data mapping.	• Telecommunications • Postal and Courier
Computer-Aided Design (CAD)	Create precise engineering drawings and layouts using CAD tools (e.g., AutoCAD, SolidWorks) for physical systems	Postal and Courier
Database Design	Design and manage data storage structures to support enterprise information and analytics needs	• Telecommunications • Postal and Courier
Embedded Systems Integration	Create control mechanisms to perform specific, pre-defined tasks while monitoring conditions in real-time to react dynamically to maintain efficiency and user satisfaction	• Telecommunications • Postal and Courier
Operating Hardware and Software Systems	Design and configure device-level computing systems used in courier operations — e.g. handheld scanners, RFID readers, IoT-enabled mailbox/locker hardware	Postal and Courier
Cloud Architecture	Design and planning of scalable, reliable, and secure computing systems and services using cloud technologies to meet business and technical requirements	Telecommunications
Enterprise Architecture	Operationalise a business strategy on the planning and development of business structures and models to facilitate the evolution of a business to its desired future state	Telecommunications
Information Architecture	Organise and structure content to enhance usability and accessibility, ensuring that users can easily find and understand information	Telecommunications
Infrastructure Design	Establish design policies and principles covering elements of connectivity, capacity, security, access, interfacing as well as the translation of that into the specifications, outline and design of IT infrastructure within the organisation, in order to support the business requirements	Telecommunications
IP/MPLS Architecture	design, implement, and optimize IP (Internet Protocol) and MPLS (Multiprotocol Label Switching) network architectures that provide scalable, secure, and efficient transport for telecommunications services	Telecommunications

Technical Design and Architecture (2/2)

Skill	Definition	Subsector
Microwave Link Design	Plan and optimise microwave communication systems for reliable long-distance data transmission	Telecommunications
Mobile Core Architecture	Design, implement, and optimize the core network architecture that enables mobile communication services	Telecommunications
Network Design and Planning	Design comprehensive network architectures and policies to meet business needs across all communication channels	Telecommunications
Network Slicing	Create logically partitioned networks from a shared infrastructure to provide optimised and customised services for different users based on service level agreements	Telecommunications
Payload Design and Development	Design, engineer and integrate satellite payload systems including communication, imaging, or sensing instruments to meet mission performance, reliability, and operational requirements	Telecommunications
Power and Electrical Systems Design	Design, develop, and implement electrical power systems that support telecommunications infrastructure	Telecommunications
Security Architecture	Design security architectures and controls by embedding security principles into system designs to mitigate risks arising from new technologies and business practices	Telecommunications
Solution Architecture	Design or refine a solution blueprint or structure to guide the development of IT solutions in hardware, software, processes or related components, to meet current and future business needs	Telecommunications
Systems Design	Design systems to meet specified business and user requirements that are compatible with established system architectures, as well as organisational and performance standards	• Telecommunications • Postal and Courier

Technology Management (1/3)		
Skill	Definition	Subsector
Artificial Intelligence Application	Apply algorithmic, statistical and engineering knowledge to integrate artificial intelligence into engineering and maintenance processes	Telecommunications
Artificial Intelligence Application in Product Development	Apply algorithmic and statistical expertise to incorporate Artificial Intelligence into product design and development processes	Telecommunications
Artificial Intelligence Deployment	Implement, integrate, and manage AI models and systems in real-world environments to deliver scalable, reliable, and efficient solutions	Telecommunications
Artificial Intelligence Management	Ability to strategically plan, supervise, and ethically implement AI to achieve organisational goals	Telecommunications
Business Support Systems (BSS)	Knowledge on the system that help manage customer relationships, orders, billing, and service quality for telecommunication sector	Telecommunications
Cloud Computing	Involves the ability to design, deploy, and manage computing services including servers, storage, databases, networking, software, and analytics over the internet to enhance innovation, resource flexibility, and operational efficiency	• Telecommunications • Broadcasting
Edge Computing	Design and manage edge computing systems for processing data closer to source (e.g., IoT devices, local servers)	Telecommunications
Hybrid Cloud Networking	Design, implement, and secure connectivity between on-premises and cloud environments	Telecommunications
Internet of Things Management	Connect data from computing devices, equipment, and machines within a networked environment to deliver targeted solutions	• Telecommunications • Broadcasting
Machine Learning	Leverage data-driven insights, optimise processes, and innovate in product development and operational efficiency through intelligent systems	• Telecommunications • Broadcasting
Machine Learning Models	Develop algorithms that autonomously refine their performance based on data	Telecommunications
Model Context Protocol	Framework that allows AI agents to communicate and interact with external services and tools	Telecommunications

Technology Management (2/3)		
Skill	Definition	Subsector
Natural Language Processing	Ability to design and implement algorithms and models for analysing and generating human language data	Telecommunications
Network Automation	Automate network management tasks to enhance efficiency, reduce errors, and streamline operations	• Telecommunications • Broadcasting
Network Orchestration and Automation	Automate network service delivery across traditional and virtualised environments to improve efficiency and minimise manual intervention	Telecommunications
Network Simulation and Modelling	Create virtual models of a network to study its performance and behavior under different scenarios for analysis and optimisation	Telecommunications
Network Virtualisation	Configure and manage virtualised network infrastructures, including hypervisors and containerised network functions	Telecommunications
Operational Support Systems Management (OSS)	Design, implement, operate, and maintain systems that support network operations, service assurance, and resource management within telecommunications or IT infrastructure environments	Telecommunications
Optical Networking Technologies	Ability to use light-based communication systems to transmit data at high speeds and over long distances	Telecommunications
Platform Knowledge and Deployment	The ability to understand, implement, and manage various software or technology platforms within an organisation	• Telecommunications • Broadcasting
Security Information and Event Management (SIEM)	Proficiency in monitoring and managing security events in real-time to detect threats, respond to incidents, and ensure the security of information systems	Telecommunications
System Performance Management	Oversee an organisation's IT infrastructure to ensure alignment with key performance indicators, service levels, and budget goals	• Telecommunications • Broadcasting
Cloud Based Media Operations	Apply cloud technologies to media workflows, including storage, processing, distribution and collaboration. Manage performance, security and cost considerations	Broadcasting

Technology Management (3/3)		
Skill	Definition	Subsector
Broadcast System Integration	Integrate broadcast, IT and digital systems to ensure interoperability across production, post-production and distribution workflows. Manage interfaces, dependencies and testing	Broadcasting
Systems Integration	Integrate logistics systems such as WMS, TMS, sorting automation, and customer-facing platforms to ensure seamless data flows and operational continuity across the supply chain	Postal and Courier
Workflow Automation	Design or configure automation workflows using low-code / no-code platforms (e.g., RPA, API triggers) to eliminate manual work in sorting, scanning, billing, and reporting	Postal and Courier

VFX, Animation and Design		
Skill	Definition	Subsector
Render Management	Manage rendering workflows by organising render jobs, monitoring progress, troubleshooting failures and ensuring outputs meet quality and deadline requirements	Broadcasting
Real-Time Rendering Optimisation	Optimise real-time scenes and assets by balancing visual quality and performance. Adjust settings, assets and workflows to meet intended frame rates and stability	Broadcasting
Motion Graphics	Create animated graphic elements to support storytelling, information delivery or branding. Ensure graphics align with creative intent and platform specifications	Broadcasting
Digital Lighting	Design and apply lighting in digital environments for animation or VFX to achieve desired mood and realism. Use appropriate tools and techniques to support creative and technical requirements	Broadcasting
Colour Grading	Adjust and refine colour in visual content to achieve consistency and align with creative direction. Apply technical standards to ensure outputs meet delivery requirements	Broadcasting

Warehouse and Inventory Management		
Skill	Definition	Subsector
Inventory Management and Control	Oversee the receipt, storage, movement, and reconciliation of inventory using stock control systems to ensure accurate stock levels, minimise shrinkage, and support operational demand	Postal and Courier
Warehouse Administration	Execute warehouse task scheduling, maintain records, and coordinate information flow with internal and external stakeholders	Postal and Courier
Warehouse Facility Management	Manage policies and procedures for warehouse facility operations, including budgeting, security, safety, and health requirements	Postal and Courier
Warehouse Layout Design	Design warehouse layouts and locations, considering different load handling and storage equipment capabilities for efficient storage area segregation	Postal and Courier
Warehouse Maintenance and Housekeeping	Maintain and organise warehouse facilities, equipment, and storage areas to ensure operational efficiency, cleanliness, and compliance with workplace safety standards	Postal and Courier
Warehouse Management System (WMS) Operations and Administration	Configure, operate, and monitor Warehouse Management Systems (WMS) to support receiving, inventory control, picking, packing, dispatch, and audit compliance	Postal and Courier
Warehouse Performance Measurement	Identify key performance indicators and benchmarks for warehouse optimisation, focusing on processes, customer relations, quality levels, asset utilization, and cost efficiency	Postal and Courier
Warehouse Space Utilisation	Optimise warehouse space allocation for effective item storage using capacity analysis and slotting techniques	Postal and Courier

POWER SKILLS

Innovation and Delivery	
Skill	Definition
Adaptability and Resiliency	Navigate through the unexpected, respond positively to evolving challenges and recover from setbacks with flexibility and resilience
Business Acumen	Handle various business situations and make decisions by applying both general and organisation-specific knowledge
Critical Thinking	Analyse, interpret and draw conclusions from information to solve problems and make decisions
Digital Fluency	Understand and effectively utilise various digital platforms and tools, such as online collaboration tools and application of AI capabilities, to solve problems and drive efficiency
Innovative Thinking	Generate and be receptive to new and unconventional ideas or concepts to resolve challenges
Learning Agility	Learn new concepts and apply the acquired knowledge to execute various tasks quickly and effectively
Problem-Solving	Recognise, analyse and define problems to evaluate options for solutions and decide on the most appropriate course of action
Strategic Thinking	Assess current initiatives with broader organisational objectives to make decisions toward long-term success
Sustainability Awareness	Understand principles of sustainable development and the implications of Environmental, Social and Governance (ESG) on the organisation

Power Skills apply to all subsectors.

Social Intelligence	
Skill	Definition
Coaching and Mentoring	Guide and support others to elevate their performance and foster their development and growth
Collaboration	Engage and rally others to contribute towards a common purpose and work effectively with them
Communication	Interact effectively with others and engage in meaningful conversations to foster positive relationships and build mutual understanding, rapport and trust
Conflict Management	Address and resolve disagreements in a way that promotes understanding and achieves mutually beneficial solutions
Empathy	Understand the emotions, feelings and perspectives of others to establish an impactful connection and meaningful engagement
Influencing and Negotiating	Persuade and convince others of ideas, proposals and solutions that work best mutually
Leadership	Inspire, motivate and guide teams, helping to implement initiatives successfully while fostering a positive work culture
Positive Mindset	Maintaining a positive attitude to succeed and drive innovation through continuous change and technological disruption

Power Skills apply to all subsectors.



MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION

MCMC HQ Tower 1, Jalan Impact, Cyber 6
63000 Cyberjaya, Selangor Darul Ehsan
Malaysia

Tel: +60 3 8688 8000
Fax: +60 3 8688 1000
www.mcmc.gov.my