

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – PRODUCT MANAGER				
Sector	Infocomm Technology			
Track	Strategy and Governance			
Sub-track	Product Strategy			
Occupation	Product Manager			
Job Role	Product Manager			
Job Role Description	<p>The Product Manager manage the product line life cycle from strategic planning to tactical activities, acting as a liaison to support product positioning and customer demand. He/She guides product development from conception to launch, evaluating product functionalities and performance, and proposing enhancements and/or improvements to products based on market feedback. He analyses potential partner relationships for the product, and generate innovative ideas to grow market share, improve customer experience and drive growth.</p> <p>He works with various teams across the organisation. He is familiar with product development life cycles and management tools, as well as various product positioning approaches. He is also knowledgeable of new and emerging consumer trends in the market.</p> <p>The Product Manager is able to see inter-connections and anticipate issues across all phases of the product life cycle and develop creative strategies to address them. He is an articulate and influential communicator to both internal and external stakeholders and is able to work well in a team environment.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions		Key Tasks	
	Formulate and implement product development strategy and plans		Manage the product line life cycle from strategic planning to tactical activities	
			Prepare and maintain the organisation's product roadmap	
			Coordinate internal and external product launches	
			Analyse reports on revenue and profitability to meet revenue and profitability goals	
			Act as a liaison to support product positioning and customer demand	
	Drive product development		Guide product development from conception to launch	
			Evaluate product functionalities and performance based on market feedback	
			Propose enhancements and/or improvements to products based on market feedback	
	Develop and grow business		Conduct market research to determine market requirements for current and future products	
			Analyse potential partner relationships for the product	
			Draft a feature roadmap based on business opportunities and market research	
			Drive volume and value from specific markets in collaboration with the sales and marketing team	
			Draft business proposals for new opportunities	
			Generate innovative ideas to grow market share, improve customer experience and drive growth	
Skills and Competencies	Technical Skills and Competencies			Generic Skills and Competencies
	Budgeting	Level 3	Computational Thinking	Basic
	Business Development	Level 3	Communication	Intermediate
	Business Environment Analysis	Level 3	Global Mindset	Intermediate
	Business Needs Analysis	Level 3	Teamwork	Intermediate
	Business Performance Management	Level 3	Virtual Collaboration	Intermediate

	Customer Experience Management	Level 2, Level 3	
	Data Analytics	Level 2, Level 3	
	Demand Analysis	Level 3	
	Design Concepts Generation	Level 3	
	Design Thinking Practice	Level 3	
	Emerging Technology Synthesis	Level 3	
	Market Research	Level 3	
	Partnership Management	Level 3	
	Portfolio Management	Level 4	
	Pricing Strategy	Level 3	
	Product Management	Level 3	
	Project Management	Level 3	
	Stakeholder Management	Level 2, Level 3	
	Strategy Implementation	Level 3	
	User Experience Design	Level 2, Level 3	
	User Interface Design	Level 3	
Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict		

The information contained in this document serves as a guide.