

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – PRODUCT MANAGER				
<b>Sector</b>	Infocomm Technology			
<b>Track</b>	Product Development			
<b>Sub-track</b>	Product Management			
<b>Occupation</b>	Product Manager			
<b>Job Role</b>	<b>Product Manager</b>			
<b>Job Role Description</b>	<p>The Product Manager manages 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 generates innovative ideas to grow market share, improves 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 draws connections and anticipates issues across all phases of the product life cycle. He also develops creative strategies to address them. He is an articulate and influential communicator to both internal and external stakeholders and works well in a team environment.</p>			
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>		
	<b>Formulate and implement product development strategy and plans</b>	Manage the product line life cycle from strategic planning to tactical activities		
		Prepare the organisation's product roadmap		
		Coordinate internal and external product launches		
		Prepare reports on revenue and profitability to meet revenue and profitability goals		
		Manage the product line life cycle from strategic planning to tactical activities		
	<b>Drive product development</b>	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		
	<b>Develop and grow business</b>	Analyse 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		
		Formulate business proposals for new opportunities		
		Generate innovative ideas to grow market share and improve customer experience		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>	<b>Critical Core Skills and Competencies</b>		
	Business Development*	Level 3	Collaboration	Intermediate
	Customer Experience Management*	Level 3	Communication	Intermediate
	Data Analytics*	Level 3	Customer Orientation	Advanced
	Partnership Management*	Level 3	Global Perspective	Intermediate

	Product Management*	Level 4	Problem Solving	Advanced
	Project Management*	Level 3		
	Stakeholder Management*	Level 3		
	Artificial Intelligence Application in Product Development	Level 3		
	Automation Management in Product Development	Level 2		
	Budgeting	Level 4		
	Business Environment Analysis	Level 3		
	Business Innovation	Level 4		
	Business Needs Analysis	Level 3		
	Business Performance Management	Level 4		
	Business Requirements Mapping	Level 4		
	Demand Analysis	Level 4		
	Design Thinking Practice	Level 3		
	Emerging Technology Synthesis	Level 3		
	Market Research	Level 3		
	Networking	Level 3		
	Portfolio Management	Level 4		
	Pricing Strategy	Level 3		
	Strategy Implementation	Level 3		
	User Experience Design	Level 4		
	User Interface Design	Level 3		
Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/ict">www.skillsfuture.sg/skills-framework/ict</a>			

The information contained in this document serves as a guide.

\*Note: Technical Skills and Competencies (TSCs) with an asterisk (\*) refer to Priority Skills (i.e., TSCs to be prioritised for this role).