

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – ASSOCIATE PRODUCT MANAGER				
Sector	Infocomm Technology			
Track	Product Development			
Sub-track	Product Management			
Occupation	Product Manager			
Job Role	Associate Product Manager			
Job Role Description	<p>The Associate Product Manager assists the Product Manager in executing activities in product development from conception to launch, research on product functionalities and performance, and brainstorm for ideas with the team on enhancements and/or improvements to products based on market feedback. He compiles research on potential partners for collaboration and brainstorms 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 and understands product positioning approaches. He is also aware of new and emerging consumer trends in the market.</p> <p>The Associate Product Manager draws connections across all phases of the product life cycle and develops creative strategies to address them. He is an articulate and influential communicator to both internal and external stakeholders.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
	Formulate and implement product development strategy and plans	Assist with activities required to run the product line life cycle		
		Assist in the maintenance of the organisation's product roadmap		
		Assist in logistical activities for internal and external product launches		
		Assist in preparing product requirement documents containing product specifications and requirements		
	Drive product development	Prepare communication materials required for product development		
		Compile information on product functionalities and performance based on market feedback		
		Brainstorm on enhancements to products based on market feedback		
	Develop and grow business	Conduct market research to determine market requirements for current and future products		
		Compile information on potential partners highlighted by the team for products		
		Research on business opportunities and market trends		
		Research on specific markets and past collaborations		
		Assist in completing segments of the business proposals		
		Brainstorm with the team for innovative ideas to grow market share, improve customer experience and drive growth		
Skills and Competencies	Technical Skills and Competencies	Critical Core Skills and Competencies		
	Customer Experience Management*	Level 2	Collaboration	Intermediate
	Data Analytics*	Level 2	Communication	Intermediate
	Product Management*	Level 3	Customer Orientation	Basic
	Project Management*	Level 3	Global Perspective	Basic
	Stakeholder Management*	Level 2	Problem Solving	Intermediate

	Artificial Intelligence Application in Product Development	Level 3	
	Automation Management in Product Development	Level 2	
	Business Environment Analysis	Level 2	
	Business Needs Analysis	Level 2	
	Business Requirements Mapping	Level 3	
	Demand Analysis	Level 3	
	Design Thinking Practice	Level 3	
	Emerging Technology Synthesis	Level 3	
	Market Research	Level 2	
	Portfolio Management	Level 4	
	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: www.skillsfuture.sg/skills-framework/ict		

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).