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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – HEAD OF PRODUCT** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Strategy and Governance | | | | | |
| **Sub-track** | Product Strategy | | | | | |
| **Occupation** | Product Manager | | | | | |
| **Job Role** | **Head of Product** | | | | | |
| **Job Role Description** | The Head of Product defines the organisation’s product development vision and strategy, and ensures alignment of the product roadmap with the strategy and vision. He/She anticipates the impacts of internal and external business challenges and market conditions on the organisation's product development roadmap. He oversees the organisation’s product development process, and enhancements to product portfolios to improve their commercial performance. He guides development teams on issues related to the product design, development and deployment for the product portfolio, and development of differentiated strategies across the lines of business. He distils insights and competitive intelligence with various market analyses to grow the organisation’s business.  He works with various teams across the organisation. He is knowledgeable of product development and management practices and tools, as well as product branding and pricing methodologies. He is also knowledgeable of new and emerging consumer and industry trends.  The Head of Product adopts a global mindsets and integrates trends and knowledge from varying sources to chart a compelling vision for the future of product portfolios. He is a charismatic leader who inspires others toward common goals. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | | | |
| Formulate and implement product development strategy and plans | Define product development vision and strategy | | | | |
| Create strategies to leverage on or adapt technology to meet market needs and drive buy/build decisions | | | | |
| Oversee the development and alignment of the product roadmap with the adopted strategy and vision | | | | |
| Anticipate the impacts of internal and external business challenges and market conditions on the organisation's product development roadmap | | | | |
| Develop the organisation’s go-to-market strategy for the products | | | | |
| Drive product development | Oversee the organisation’s product development process | | | | |
| Spearhead research and analyses on products and product markets | | | | |
| Oversee enhancements to product portfolios to improve their commercial performance | | | | |
| Guide development teams on issues related to the product design, development and deployment for the product portfolio | | | | |
| Champion the organisation’s products and act as a subject matter expert in product markets | | | | |
| Articulate the business value of the product to the product team | | | | |
| Develop and grow business | Distil insights and competitive intelligence with various market analyses to grow the organisation’s business | | | | |
| Establish guidelines for marketing tactics and pricing strategies | | | | |
| Foster relationships with key clients, business partners and industry stakeholders to drive business growth | | | | |
| Guide the team to develop a differentiated strategies across the lines of business | | | | |
| Sign off business proposals for new opportunities | | | | |
| Manage people and organisation | Review operational strategies, policies and targets across teams and projects | | | | |
| Develop strategies for resource planning and utilisation | | | | |
| Review the utilisation of resources | | | | |
| Oversee the development of learning roadmaps for teams and functions | | | | |
| Establish performance indicators to benchmark effectiveness of learning and development programmes against best practices | | | | |
| Implement succession planning initiatives for key management positions | | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Budgeting | | Level 5 | Communication | | Basic |
| Business Agility | | Level 5 | Computational Thinking | | Basic |
| Business Development | | Level 5 | Service Orientation | | Intermediate |
| Business Environment Analysis | | Level 5 | Managing Diversity | | Intermediate |
| Business Innovation | | Level 5 | Creative Thinking | | Intermediate |
| Business Needs Analysis | | Level 5 |  | | |
| Business Performance Management | | Level 5 |
| Customer Experience Management | | Level 5 |
| Data Analytics | | Level 5 |
| Demand Analysis | | Level 5 |
| Design Concepts Generation | | Level 5 |
| Design Thinking Practice | | Level 5 |
| Emerging Technology Synthesis | | Level 5 |
| Learning and Development | | Level 6 |
| Manpower Planning | | Level 5 |
| Market Research | | Level 5 |
| Networking | | Level 5 |
| Partnership Management | | Level 5 |
| People and Performance Management | | Level 5 |
| Performance Management | | Level 5 |
| Portfolio Management | | Level 6 |
| Pricing Strategy | | Level 5 |
| Product Management | | Level 5 |
| Project Management | | Level 5 |
| Stakeholder Management | | Level 5 |
| Strategy Planning | | Level 5 |
| User Experience Design | | Level 5 |
| User Interface Design | | Level 5 |
| User Testing and Usability Testing | | Level 5 |
| **Programme Listing** | For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |