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| **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** | 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.  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.  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. | | | | | |
| **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 | | | | | |
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The information contained in this document serves as a guide.