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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – SENIOR PRODUCT MANAGER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Strategy and Governance | | | | | |
| **Sub-track** | Product Strategy | | | | | |
| **Occupation** | Product Manager | | | | | |
| **Job Role** | **Senior Product Manager** | | | | | |
| **Job Role Description** | The Senior Product Manager develops the product portfolio roadmap, pricing and launch strategies and financial projections. He/She oversees the development for a suite of products, evaluates products to identify gaps, issues with product interface, performance and product functionalities based on market feedback, and prioritises the development of product features against strategic goals and initiatives. He drives market research studies to explore new technology, and Oversee the development of business proposals for new opportunities.  He works with various teams across the organisation. He is knowledgeable of product development and management tools, as well as various product positioning and pricing methodologies. He is also knowledgeable of new and emerging consumer and industry trends.  The Senior Product Manager adopts a broad perspective when distilling market trends and synthesising opportunities for growth. He is able to put forth fresh perspectives and innovative strategies to drive product portfolios. He is an influential leader who communicates well and sustains strong, positive relationships with his team and clients, articulating the value of the organisation's products engagingly and compellingly. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | | | |
| Formulate and implement product development strategy and plans | Create feature descriptions for the organisation’s products | | | | |
| Develop product portfolio roadmap, pricing and launch strategies and financial projections | | | | |
| Anticipate internal and/or external business challenges and/or regulatory issues | | | | |
| Present product portfolio performance to senior stakeholders | | | | |
| Drive product development | Oversee development for a suite of products | | | | |
| Evaluate products to identify gaps, issues with product interface, performance and product functionalities based on market feedback | | | | |
| Integrate feedback and requests in the ideation and development of products | | | | |
| Validate detailed specifications and development costing against market potential and future revenue | | | | |
| Prioritises the development of product features against strategic goals and initiatives | | | | |
| Define the requirements for each feature and desired user experience | | | | |
| Determine the timeline for development, implementation and release process for the product | | | | |
| Develop and grow business | Develop marketing tactics and pricing strategies | | | | |
| Drive market research studies to explore new technology | | | | |
| Drive sales volume from specific target markets in collaboration with sales and marketing team | | | | |
| Oversee the development of business proposals for new opportunities | | | | |
| Identify potential partner relationships for the product | | | | |
| Manage people and organisation | Manage the budget expenditure and allocation across teams and projects | | | | |
| Monitor and track the achievement of the team’s achievements and key performance indicators | | | | |
| Propose new operational plans, including targeted budgets, work allocations and staff forecasts | | | | |
| Acquire, allocate and optimise the use of and allocation of resources | | | | |
| Develop learning roadmaps to support the professional development of the team | | | | |
| Manage the performance and development process, including providing coaching and development opportunities to maximise the potential of each individual | | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Budgeting | | Level 4 | Computational Thinking | | Basic |
| Business Agility | | Level 4 | Communication | | Intermediate |
| Business Development | | Level 4 | Global Mindset | | Intermediate |
| Business Environment Analysis | | Level 4 | Teamwork | | Intermediate |
| Business Innovation | | Level 4 | Virtual Collaboration | | Intermediate |
| Business Needs Analysis | | Level 4 |  | | |
| Business Performance Management | | Level 4 |
| Customer Experience Management | | Level 4 |
| Data Analytics | | Level 4 |
| Demand Analysis | | Level 4 |
| Design Concepts Generation | | Level 4 |
| Design Thinking Practice | | Level 4 |
| Emerging Technology Synthesis | | Level 4 |
| Learning and Development | | Level 5 |
| Manpower Planning | | Level 4 |
| Market Research | | Level 4 |
| Networking | | Level 4 |
| Partnership Management | | Level 4 |
| People and Performance Management | | Level 4 |
| Performance Management | | Level 4 |
| Portfolio Management | | Level 5 |
| Pricing Strategy | | Level 4 |
| Product Management | | Level 4 |
| Project Management | | Level 4 |
| Stakeholder Management | | Level 4 |
| Strategy Implementation | | Level 4 |
| Strategy Planning | | Level 4 |
| User Experience Design | | Level 4 |
| User Interface Design | | Level 4 |
| **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. | | | | | | |