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| **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** | 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.  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.  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. | | | | | |
| **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). | | | | | | |
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