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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – HEAD OF PRODUCT** | | | | |
| **Sector** | Infocomm Technology | | | |
| **Track** | Product Development | | | |
| **Sub-track** | Product Management | | | |
| **Occupation** | Product Manager | | | |
| **Job Role** | **Head of Product** | | | |
| **Job Role Description** | The Head of Product drives the product development vision and strategy and ensures alignment of the product roadmap with organisational strategy and vision. He/she oversees the development for a suite of products to achieve strategic goals. He establishes relationships with key clients and business partners to drive business and product growth. 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 proficient with product development and management practices and tools, as well as various product positioning and pricing methodologies. He keeps abreast of the latest consumer and industry trends and anticipates new trends.  The Head of Product adopts a global mindset when distilling market trends and synthesising opportunities for growth. He guides the team to adopt innovative practices and mindsets. He is an influential leader who inspires others to achieve long-term strategic goals and influence. | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | |
| **Formulate and implement product development strategy and plans** | Develop strategies to meet market needs and make product decisions | | |
| Oversee product portfolio roadmap, pricing and launch strategies and financial projections | | |
| Anticipate the impacts of internal and/or external business challenges and/or regulatory issues | | |
| Review product portfolio performance | | |
| **Drive product development** | Oversee development for a suite of products | | |
| Oversee the alignment of product performance and functionality to organisational strategy and vision | | |
| Drive product enhancements through analysing results of feedback loops | | |
| Validate detailed specifications and development costing against market potential and future revenue | | |
| Influence stakeholders to achieve strategic goals and initiatives | | |
| Develop strategies to align product features with desired user experience | | |
| Lead the development, implementation, and release process for the product | | |
| **Develop and grow business** | Spearhead research and analyses on products and product markets | | |
| Establish relationships with key clients and business partners to drive business and product growth | | |
| Oversee the execution of the feature roadmaps | | |
| Distil insights and competitive intelligence with various market analyses to grow the organisation’s business | | |
| Identify potential partnerships and new opportunities for product development | | |
| Foster an innovative mindset within the product team | | |
| **Manage people and organisation** | Forecast budget expenditure and allocation across teams and projects | | |
| Establish key performance indicators of the team | | |
| Review newly proposed operational strategies, policies and targets across teams and projects | | |
| Review the utilisation of resources | | |
| Drive the development of learning roadmaps for the team | | |
| Implement workforce planning initiatives for the team | | |
| **Skills and Competencies** |  | | | |
| **Technical Skills and Competencies** | | **Critical Core Skills** | |
| Budgeting\* | Level 5 | Customer Orientation | Advanced |
| Business Agility\* | Level 5 | Decision Making | Advanced |
| Business Development\* | Level 5 | Global Perspective | Advanced |
| Business Innovation\* | Level 6 | Influence | Advanced |
| Business Needs Analysis\* | Level 5 | Transdisciplinary Thinking | Advanced |
| Business Performance Management\* | Level 6 |  | |
| Customer Experience Management\* | Level 5 |
| Design Thinking Practice\* | Level 6 |
| Emerging Technology Synthesis\* | Level 5 |
| Learning and Development\* | Level 6 |
| Manpower Planning\* | Level 5 |
| Networking\* | Level 5 |
| Partnership Management\* | Level 5 |
| People and Performance Management\* | Level 5 |
| Performance Management\* | Level 6 |
| Portfolio Management\* | Level 6 |
| Product Management\* | Level 6 |
| Project Management\* | Level 5 |
| Stakeholder Management\* | Level 5 |
| Strategy Planning\* | Level 5 |
| Artificial Intelligence Application in Product Development | Level 4 |
| Automation Management in Product Development | Level 4 |
| Business Environment Analysis | Level 5 |
| Business Requirements Mapping | Level 5 |
| Data Analytics | Level 5 |
| Demand Analysis | Level 5 |
| Design Concepts Generation | Level 5 |
| Market Research | Level 5 |
| Pricing Strategy | Level 5 |
| Quality Standards | Level 5 |
| Strategy Implementation | Level 4 |
| System Integration | 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 | | | |
| 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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