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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – LEAD PRODUCT MANAGER** | | | | | |
| **Sector** | Infocomm Technology | | | | |
| **Track** | Product Development | | | | |
| **Sub-track** | Product Management | | | | |
| **Occupation** | Product Manager | | | | |
| **Job Role** | **Lead Product Manager** | | | | |
| **Job Role Description** | The Lead Product Manager develops the product portfolio roadmap, pricing and launch strategies and financial projections. He/She leads 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 uses product development and management tools and is well-versed with various product positioning and pricing methodologies. He is also knowledgeable of new and emerging consumer and industry trends.  The Lead Product Manager adopts a broad perspective when distilling market trends and synthesising opportunities for growth. He puts 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 | | |
| Review the product requirement documents containing product specifications and requirements | | |
| **Drive product development** | Lead the development for a suite of products | | |
| Evaluate products and highlight gaps, issues with product interface, performance and product functionalities based on market feedback | | |
| Integrate feedback and requests in the ideation and development of products | | |
| Design 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 | | |
| Evaluate the feature roadmap for feasibility | | |
| Oversee the development of business proposals for new opportunities | | |
| Lead the team on business proposals for new opportunities | | |
| Evaluate the feasibility of these innovative ideas to grow market share and improve customer experience | | |
| **Manage people and organisation** | Manage the budget expenditure and allocation across teams and projects | | |
| Track the achievement of the team’s achievements and key performance indicators | | |
| Propose new operational plans, including targeted budgets, work allocations and staff forecasts | | |
| 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** | | **Critical Core Skills** | |
| Budgeting\* | Level 5 | Adaptability | Advanced | |
| Business Agility\* | Level 4 | Collaboration | Advanced | |
| Business Development\* | Level 4 | Customer Orientation | Advanced | |
| Business Innovation\* | Level 5 | Global Perspective | Advanced | |
| Business Needs Analysis\* | Level 4 | Transdisciplinary Thinking | Advanced | |
| Business Performance Management\* | Level 5 |  | | |
| Customer Experience Management\* | Level 4 |  | | |
| Emerging Technology Synthesis\* | Level 4 |
| Manpower Planning\* | Level 4 |
| Networking\* | Level 4 |
| Partnership Management\* | Level 4 |
| People and Performance Management\* | Level 4 |
| Performance Management\* | Level 5 |
| Portfolio Management\* | Level 5 |
| Pricing Strategy\* | Level 4 |
| Product Management\* | Level 5 |
| Project Management\* | Level 4 |
| Stakeholder Management\* | Level 4 |
| Strategy Implementation\* | Level 4 |
| Strategy Planning\* | Level 5 |
| Artificial Intelligence Application in Product Development | Level 3 |
| Automation Management in Product Development | Level 3 |
| Business Environment Analysis | Level 4 |
| Business Requirements Mapping | Level 5 |
| Data Analytics | Level 4 |
| Demand Analysis | Level 5 |
| Design Concepts Generation | Level 4 |
| Design Thinking Practice | Level 5 |
| Learning and Development | Level 5 |
| Market Research | Level 4 |
| User Experience Design | Level 4 |
| User Interface Design | 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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