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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – PRODUCT MANAGER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Product Development | | | | | |
| **Sub-track** | Product Management | | | | | |
| **Occupation** | Product Manager | | | | | |
| **Job Role** | **Product Manager** | | | | | |
| **Job Role Description** | The Product Manager manages 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 generates innovative ideas to grow market share, improves 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 draws connections and anticipates issues across all phases of the product life cycle. He also develops creative strategies to address them. He is an articulate and influential communicator to both internal and external stakeholders and works 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 the organisation’s product roadmap | | |
| Coordinate internal and external product launches | | |
| Prepare reports on revenue and profitability to meet revenue and profitability goals | | |
| Manage the product line life cycle from strategic planning to tactical activities | | |
| **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** | | Analyse 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 | | |
| Formulate business proposals for new opportunities | | |
| Generate innovative ideas to grow market share and improve customer experience | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | **Critical Core Skills and Competencies** | | |
| Business Development\* | Level 3 | | Collaboration | Intermediate | |
| Customer Experience Management\* | Level 3 | | Communication | Intermediate | |
| Data Analytics\* | Level 3 | | Customer Orientation | Advanced | |
| Partnership Management\* | Level 3 | | Global Perspective | Intermediate | |
| Product Management\* | Level 4 | | Problem Solving | Advanced | |
| Project Management\* | Level 3 | |  | | |
| Stakeholder Management\* | Level 3 | |
| Artificial Intelligence Application in Product Development | Level 3 | |
| Automation Management in Product Development | Level 2 | |
| Budgeting | Level 4 | |
| Business Environment Analysis | Level 3 | |
| Business Innovation | Level 4 | |
| Business Needs Analysis | Level 3 | |
| Business Performance Management | Level 4 | |
| Business Requirements Mapping | Level 4 | |
| Demand Analysis | Level 4 | |
| Design Thinking Practice | Level 3 | |
| Emerging Technology Synthesis | Level 3 | |
| Market Research | Level 3 | |
| Networking | Level 3 | |
| Portfolio Management | Level 4 | |
| Pricing Strategy | Level 3 | |
| 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 | | | | | |
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| 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). | | | | | | |