

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – HEAD OF PROJECTS/HEAD OF PRODUCTS					
<b>Sector</b>	Design				
<b>Track</b>	Business				
<b>Sub-track</b>	Design Project Management, Design Product Management				
<b>Occupation</b>	Production, Project and Project Management Professional				
<b>Job Role</b>	<b>Head of Projects/Head of Products</b>				
<b>Job Role Description</b>	The Head of Projects/Head of Products is responsible for the implementation and achievement of overall design project objectives. He/She collaborates with internal and external stakeholders on the creation of project plans and critical paths, and oversees changes in project scope, as well as issues and risks that affect project and/or product delivery and implementation. He also pilots new lines of revenue for the organisation. He develops strategies for maximising contribution margins and billable utilisation, and he develops staff through capability development and coaching.				
	The Head of Projects/Head of Products possesses strong management and collaboration skills and can effectively liaise across various project teams. He is able to guide his project teams to successfully meet overall project objectives. He has excellent time management skills and is able to prioritise tasks. In addition, he possesses strong leadership and mentoring skills for developing his project teams.				
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	Develop project plans	<b>Key Tasks</b>		<b>Performance Expectations (For legislated / regulated occupations)</b>
			Partner with stakeholders on creation of project plans and critical paths		
			Gain consensus from stakeholders on project goals, objectives and deliverables		
			Provide overall direction for multiple projects with different timelines across the organisation		
	Implement design projects	Direct appropriate resources and methodologies to various projects across the organisation			
		Lead project presentations to internal and external stakeholders			
		Oversee changes in project scope, issues and risks that affect project and/or product delivery and implementation			
	Manage project resources	Resolve issues encountered during project implementation in collaboration with stakeholders			
		Develop frameworks and processes for identifying resource needs and assigning resources			
		Develop strategies for maximising contribution margins and billable utilisation			
		Drive the resolution of project staffing issues			
	Drive product development	Analyse staffing needs based on project requirements			
		Innovate new products or evolve existing products in collaboration with other stakeholders			
		Pilot new lines of revenue for the organisation			
		Provide guidance on issues related to product design, development, and deployment, for product portfolios			
		Oversee the development of product portfolios			
	Influence organisational development	Design monetisation strategies to scale products into revenue-drivers for the organisation			
Develop staff through capability development and coaching					
Develop on-the-job training programmes					
Facilitate hiring decisions for the organisation					
Lead change management initiatives					
<b>Skills &amp; Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>		
	Aesthetic and Design Sensibility	Level 4	Decision Making	Advanced	
	Behavioural Economics in Design	Level 5	Leadership	Advanced	
	Business Model Innovation	Level 4	Developing People	Advanced	
	Business Negotiation	Level 4	Resource Management	Advanced	
	Business Presentation Delivery	Level 4	Communication	Advanced	
	Business Risk Management	Level 5			
	Change Management	Level 5			
Conceptual Thinking	Level 4				

	Contract Development and Management	Level 5	
	Critical Thinking	Level 5	
	Cultural Sensitivity for Design	Level 4	
	Data Analysis and Interpretation	Level 5	
	Design Standards and Specification	Level 5	
	Design Sustainability and Ethics Management	Level 4	
	Design Thinking Practice	Level 5	
	Emerging Technology Synthesis	Level 4	
	Empathetic Design	Level 5	
	Imagination and Exploration	Level 5	
	Intellectual Property Management	Level 4	
	Market Research	Level 5	
	Product Management	Level 6	
	Project Management	Level 5	
	Proposal Writing Development	Level 5	
	Scenario and Strategic Planning	Level 5	
	Stakeholder Management	Level 5	
	Systems Thinking	Level 4	
	Trend Forecasting	Level 5	
	User Testing and Usability Testing	Level 4	
<b>Programme Listing</b>	For a list of Training Programmes available for the Design sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/design">www.skillsfuture.sg/skills-framework/design</a>		

The information contained in this document serves as a guide.