

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP - HEAD OF PRODUCT MARKETING				
<b>Sector</b>	Financial Services			
<b>Track</b>	Product Solutioning and Management			
<b>Occupation</b>	Product Marketing Executive			
<b>Job Role</b>	Head of Product Marketing			
<b>Job Role Description</b>	<p>The Head of Product Marketing is responsible for leading the development of marketing campaigns and product launches for new and existing products. He/She manages marketing activities within the context of the overall corporate plan to meet organisation's objectives and revenue targets. He manages the lifecycle and product positioning in the market place while ensuring that the activities are kept within budget and in line with the overall branding and positioning of the product.</p> <p>The Head of Product Marketing works in a dynamic environment and engages multiple internal stakeholders on a regular basis while understanding client needs and demands. He possesses great leadership, public relations and communication skills. He keeps up to date with market trends and is forward thinking so as to drive successful campaigns.</p> <p>The Head of Product Marketing is required to acquire specific product knowledge and this can include either one or a combination of: retail banking products, corporate banking products, investment banking products, asset management products, private banking products and insurance products.</p>			
<b>Critical Work Functions and Key Tasks / Performance Expectations</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>		
	Oversee marketing strategies and campaigns	Monitor competitive market environment and consumer trends		
		Establish Key Performance Indicators (KPIs) and objectives of marketing campaigns		
		Drive press releases and marketing campaigns		
		Endorse end product of marketing materials		
		Oversee marketing effectiveness through sales data analyses		
		Establish branding and positioning of products		
		Ensure enhanced marketing activities achieve desired branding and positioning through market feedback		
	Establish marketing budget	Develop pricing strategies with product development team to balance organisation's objectives and client's satisfaction		
		Oversee the usage of marketing budget and its effectiveness		
Establish metrics to evaluate Return on Investment (ROI) of marketing activities against business scorecards				
Develop internal and external partnerships	Finalise and approve budget allocation for marketing tools for traditional marketing and social media presence			
	Oversee partnerships between marketing team and other key internal teams			
	Build strong client relationships by addressing clients' needs			
		Oversee potential partnerships and vendor relationships to ensure that objectives of all key stakeholders are met		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Budgeting	Level 4	Sense Making	Advanced
	Business Environment Analysis	Level 5	Communication	Advanced
	Business Risk Assessment	Level 5	Creative Thinking	Advanced
	Customer Behaviour Analysis	Level 5	Global Mindset	Advanced
	Demand and Supply Analysis	Level 5	Problem Solving	Advanced
	Digital Marketing	Level 5		
	Ethical Culture	Level 5		
	Innovation Management	Level 5		
	Market Profiling	Level 5		
	Networking	Level 5		

	People Performance Management	Level 5		
	Product Marketing and Branding	Level 5		
	Product Performance Management	Level 5		
	Sales Strategy	Level 5		
	Stakeholder Management	Level 5		
	Strategy Planning	Level 5		
<b>Programme Listing</b>	For a list of Training Programmes available for the Financial Services sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/financial-services">www.skillsfuture.sg/skills-framework/financial-services</a>			

The information contained in this document serves as a guide.