

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP - PRODUCT MARKETING MANAGER				
Sector	Financial Services			
Track	Product Solutioning and Management			
Occupation	Product Marketing Executive			
Job Role	Product Marketing Manager			
Job Role Description	<p>The Product Marketing Manager is responsible for delivering marketing insights, driving the creation of differentiated messaging and positioning, as well as leading go-to-market planning and execution of product marketing campaigns and launches. He/She leads and oversees campaigns, strategies, budget allocation and marketing materials development in line with the overall marketing strategy and product positioning.</p> <p>The Product Marketing Manager manages a diverse team to ensure working environment is conducive to the free flow of ideas in marketing strategies. He is encouraging, open to new ideas, team-oriented and a good communicator. He is also creative and innovative in launching successful campaigns and drive revenues for products.</p> <p>The Product Marketing Manager is required to acquire specific product knowledge and this can include either one or a combination of: retail banking products, investment banking products, asset management products, private banking products and insurance products.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks		
	Oversee marketing strategies and campaigns	Lead analyses of competitive environment and consumer trends		
		Develop marketing strategies and directions to differentiate in-house products from the market		
		Ensure marketing campaigns achieve Key Performance Indicators (KPIs) and objectives		
		Manage launch processes, product lifecycles, pricing and category roadmaps		
		Oversee development of marketing materials		
		Track marketing effectiveness through the collection and analyses of sales data against metrics		
		Lead ideation and brainstorming efforts to develop novel ideas for product marketing and/or optimisation to enhance product proposition		
	Establish marketing budget	Implement pricing strategies together with product development team in achieving organisation's objectives and client's satisfaction		
		Track the usage of marketing budget to ensure its effectiveness in maximising budget		
		Evaluate budget, expenditures, research and development appropriations, or Return on Investment (ROI) and profit-loss projections of product development		
	Develop internal and external partnerships	Oversee budget allocation processes for traditional and digital marketing tools and activities		
		Develop partnerships with product development, operations, sales and digital teams to drive marketing initiatives		
Maintain strong relationships with existing clients by responding to client facing teams on their queries and concerns				
Identify potential partnerships and vendor relationships for strategic collaborations				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 3	Creative Thinking	Advanced
	Business Environment Analysis	Level 4	Digital Literacy	Advanced
	Business Risk Assessment	Level 4	Communication	Advanced
	Customer Behaviour Analysis	Level 4	Interpersonal Skills	Advanced
	Demand and Supply Analysis	Level 4	Teamwork	Advanced
	Digital Marketing	Level 4		
	Ethical Culture	Level 4		
	Innovation Management	Level 4		
	Market Profiling	Level 4		

	Market Research and Analysis	Level 4		
	Networking	Level 4		
	People Performance Management	Level 4		
	Product Marketing and Branding	Level 4		
	Product Performance Management	Level 4		
	Sales Strategy	Level 4		
	Stakeholder Management	Level 4		
	Strategy Planning	Level 4		
Programme Listing	For a list of Training Programmes available for the Financial Services sector, please visit: www.skillsfuture.sg/skills-framework/financial-services			

The information contained in this document serves as a guide.