

SKILLS FRAMEWORK FOR MEDIA		
SKILLS MAP - SENIOR EXECUTIVE - PRODUCT MANAGEMENT		
Sector	Media	
Sub-sector	Games, Film and Video, TV and Broadcast	
Track	Media Business Management	
Sub-track	Media Product Management	
Occupation	Media Product Management Professional	
Job Role	Senior Executive - Product Management	
Job Role Description	<p>The Senior Executive - Product Management manages the development, launch and ongoing evolution of specific products for the organisation. He/She supports the development of the product's strategic roadmap with key market and research inputs. He collaborates with various teams to implement product improvements and new features by driving ongoing modifications or project implementation. He manages product feedback and translates it into product requirements for implementation by technical teams. He also collaborates with operations teams to understand product operations and scope for improvement.</p> <p>The work involves collaboration with business, technology and operations teams as well as keeping an eye on the market for product performance and competitor tracking.</p> <p>He needs to have a process-oriented mindset and an eye for detail. He is expected to be an effective project manager and able to manage multiple stakeholders. He also requires knowledge of the market trends and relevant technologies.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Establish product strategy	Support product strategy development by conducting research on new technology and market trends in the industry
		Support the development of the product roadmap by identifying focus areas for the product
		Develop plans for product initiatives and/or innovation aligned to the product roadmap
		Manage the launch of products and/or new services in new markets in collaboration with sales and marketing and technology teams
	Manage product development and performance	Gather information related to products, technologies, competition and market trends by working with other teams
		Update project tracking sheet to ensure that milestones are met
		Collate insights to understand customer lifecycles
		Contribute to the development of key metrics for product success
		Communicate product metrics and performance expectations to business and operations teams
		Provide inputs to the development of specific in-product tools and features for improving customer engagement
		Resolve issues in product performance by coordinating with operations and technology teams
	Enable continuous product improvement	Manage product feedback from surveys, concept testing, analytics tools and A/B testing
		Translate product feedback to requirement specifications
		Develop creative ideas and solutions for improving existing product performance
		Communicate business requirements for product enhancement to internal and/or external technical teams for implementation
		Execute projects to implement major changes to products and/or service offerings
		Guide the translation of product requirements to use cases, functional specifications and acceptance criteria to enable implementation by the technical teams
	Facilitate monetisation of product and offerings	Contribute to the development of go-to-market plans to support the launch of new product features and/or service offerings
		Lead the development of marketing materials for the marketing of new product features and services
Contribute to the development of integrated marketing materials for existing content and product offerings		
Support the manager for collaboration with partners and help in coordination of the integration		
Identify new opportunities	Develop creative ideas and solutions based on industry research and customer insights to formulate thinking for new products	
	Support the manager in developing the business case for specific innovation ideas and initiatives to gather inputs and support	
	Develop detailed analysis aligned with business goals and based on the assumptions and hypothesis to assess revenue potential	
	Present findings to key business stakeholders on the new or innovative products and/or service innovations	

	Manage stakeholders	Maintain strong professional relationships with internal stakeholders, project teams, external business partners, vendors and suppliers		
		Support business development and provide product innovation point of view by collaborating with key business stakeholders		
		Manage key stakeholders within the business in large projects and initiatives		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Insights	Level 4	Communication	Advanced
	Business Negotiation	Level 4	Decision Making	Intermediate
	Concept Creation	Level 4	Sense Making	Intermediate
	Contract and Vendor Management	Level 4	Computational Thinking	Intermediate
	Customer Behaviour Analysis	Level 4	Interpersonal Skills	Intermediate
	Customer Experience Management	Level 4		
	Data Visualisation	Level 3		
	Pricing Strategy	Level 4		
	Product Management	Level 5		
	Project Feasibility Assessment	Level 4		
	Project Management	Level 4		
	Research	Level 3		
	User Experience Design	Level 4		
User Interface Design	Level 3			
Programme Listing	For a list of Training Programmes available for the Media sector, please visit: www.skillsfuture.sg/skills-framework/Media			

The information contained in this document serves as a guide.