

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - PRODUCT MANAGER		
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	Product Manager	
Job Role Description	<p>The Product Manager drives the conceptualisation, development, launch and ongoing evolution of specific products for the organisation to deliver the intended customer experience. He/She develops the strategic roadmap for the products in alignment with the overall product strategy, and ensures that the product roadmap supports business drivers by defining key success criteria for the product. He directs market research for gathering product feedback and identifying improvement areas and opportunities for the product and/or associated services. He also collaborates with various teams to develop engaging marketing materials for integrated product and content/service offerings.</p> <p>The work involves collaboration with the organisation's leadership for defining the strategic direction for the product to drive the operational efficiency and customer reach. He is expected to keep an eye on the market for tracking the evolution of technologies, competitors and customer behaviour that could impact the product and/or service.</p> <p>He should be an effective leader, with a broad sense of perspective and strong business acumen. He ought to possess the ability to inspire and influence key internal and external stakeholders and should be able to build and manage wider relationships. He should also be seen as a key industry expert in his domain.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Establish product strategy	Drive the development of the organisation's strategic direction for development of new or enhanced products and services
		Develop a strategic roadmap for products and service innovations that is responsive to the business requirements, external industry trends and customer behaviour
		Communicate product roadmap to key stakeholders
		Drive the launch of the product and/or new services in new markets in collaboration with the sales, marketing and technology teams
		Analyse trends, competitive landscape and market disruptions for emerging or new market opportunities
	Manage product development and performance	Define product and market requirements documents
		Develop products according to requirements by collaborating with technical and/or product development teams
		Provide guidance on the intended customer experience required with a focus on user interface (UI) and user experience (UX)
		Develop plans to manage customer lifecycle
		Define key metrics that drive product success
		Drive the communication of product metrics and performance expectations to business and operations teams
		Identify opportunities to develop specific in-product tools and features for improving customer engagement
		Understand and issues that may be impacting product performance by collaborating with operations teams
	Enable continuous product improvement	Commission projects for analytics and/or market research to test and identify opportunities for improvements in products and/or services
		Engage internal stakeholders to understand requirements for product improvements, new features, service enhancement and other modifications
		Foster an environment conducive to collaborative innovation and change
		Guide the team on improving existing approaches based on the best practices and methodologies for product development and testing
Develop skills within the team and in the organisation to foster change and improvement		
Lead key forums and platforms to generate innovative ideas for product improvement		
Facilitate monetisation of product and offerings	Develop go-to-market business models and plans that support the launch of new product features and/or service offerings	
	Develop territory-wise and platform-wise pricing of content by collaborating with content and marketing teams	
	Contribute to the development of business models and integrated marketing plans for existing content and product offerings	
	Integrate payment gateways, platforms and/or devices by collaborating with partners	
	Guide the team to develop clear, concise and engaging product materials and provide inputs on product positioning from a competition perspective	

	Identify new opportunities	Discover new and/or innovative technology product and service ideas		
		Facilitate development of product or service concepts and work with the business to enhance the features		
		Appraise new technology ideas to determine their potential in addressing customer needs		
		Provide views on business implications of new innovation and technology to influence overall organisation strategy		
	Manage stakeholders	Convince key stakeholders on emerging or innovative solutions which may face roadblocks		
		Establish an external industry-wide community for collaboration and partnerships		
		Engage proactively with key business leaders to garner support for specific ideas or opportunities		
		Manage stakeholders across the businesses to get buy-in for product roadmap		
	Manage teams and/or departments	Communicate common goals, direction and accountability among staff		
		Develop staff by coaching, mentoring and engaging in career discussions		
		Exhibit effective performance management practices within department in accordance with organisational policies and procedures		
		Monitor budgets, forecasting, work allocations and staffing of the various departments		
	Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)
Business Insights		Level 5	Communication	Advanced
Business Negotiation		Level 5	Computational Thinking	Basic
Concept Creation		Level 5	Decision Making	Intermediate
Contract and Vendor Management		Level 5	Transdisciplinary Thinking	Intermediate
Customer Behaviour Analysis		Level 5	Developing People	Basic
Customer Experience Management		Level 5		
Data Visualisation		Level 3		
Pricing Strategy		Level 5		
Product Management		Level 6		
Project Feasibility Assessment		Level 5		
Project Management		Level 5		
Research		Level 4		
User Experience Design		Level 5		
User Interface Design		Level 4		
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.