





Head of product marketing

Proficiency level

-  New Gen AI skills
-  Transferrable skills at the same proficiency level
-  New skills
-  Transferrable skills at a higher proficiency level

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|-------------------------------|--|--|---|-------------------|-------------------|
| Skills Framework track | Product solutioning and management | Job function | Sales and marketing | Job family | Product marketing |
| Sub-sectors | Retail banking, investment banking, private banking and wealth management, asset management, insurance | Expected augmentation by Gen AI | Do more: Gen AI can generate insights on competitive market environments and consumer trends, and optimize pricing strategies through advanced data analysis, improving strategic decision-making and campaign performance | | |

Key tasks that can benefit from Gen AI

| Critical work functions | Key tasks |
|--|--|
| Establish marketing budget | Establish metrics to evaluate the ROI of marketing activities against business scorecards |
| Oversee marketing strategies and campaigns | Monitor the competitive market environment and consumer trends |
| | Develop pricing strategies with the product development team to balance the organization's objectives with client satisfaction |
| | Ensure enhanced marketing activities achieve desired branding and positioning through market feedback |
| | Establish KPIs and objectives of marketing campaigns |
| | Drive press releases and marketing campaigns |
| | Oversee marketing effectiveness through sales data analyses |

New Gen AI skills

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|--|---|--|---|------------------------------------|---|
| Gen AI strategy | 5 | Gen AI innovation, R&D, and innovation management | 5 | Prompt design | 3 |
| Leading Gen AI-enabled transformations | 5 | Ethical frameworks for Gen AI | 5 | Gen AI principles and applications | 3 |
| Gen AI data governance | 5 | Regulatory, legal, and risk management compliance in AI and Gen AI | 5 | | |

Source: SkillsFuture Skills Framework