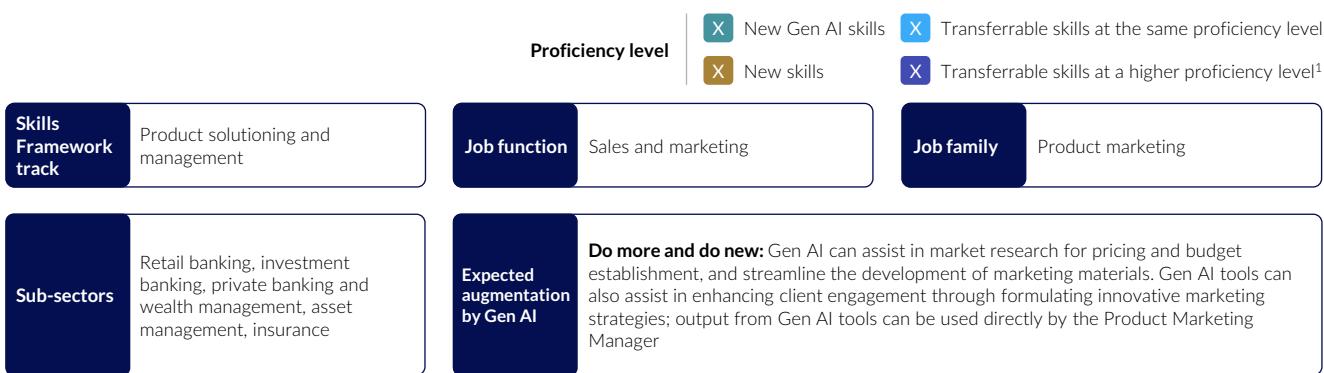


Product marketing executive



Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Establish marketing budget	<p>Conduct research to establish a price and budget for marketing options</p> <p>Support in tracking spending of product marketing and branding activities</p> <p>Assist in monitoring the budget of traditional and digital marketing tools and activities</p>
Oversee marketing strategies and campaigns	<p>Keep abreast of the organization's objectives and client needs in developing pricing strategies with the product development team</p> <p>Provide administrative support for marketing campaigns and the maintenance of client accounts</p> <p>Develop marketing materials in accordance with marketing strategies and policies</p> <p>Conduct market research to develop an understanding of the competition, opportunities, client needs, and market trends</p> <p>Assist in coordinating launch processes, product lifecycles, pricing, and category roadmaps</p> <p>Seek ways to innovate and enhance client engagement through impactful traditional and/or digital marketing platforms and channels</p>

New Gen AI skills

Prompt design	2
Gen AI principles and applications	2
Ethical and responsible Gen AI adoption	2

Additional skills required for potential redesigned role

Role 1: Segment executive (adj. ² Score: 0.44)				
Ethical culture	3	Digital marketing	3	Account management
Market profiling	3	Business opportunities development	3	Customer relationship management
Stakeholder management	3	Customer acquisition management	3	Sustainable lending instruments structuring
Business environment analysis	3	Business risk assessment	3	Product advisory
Market research and analysis	3	Sustainable investment management	3	
Customer behavior analysis	3	Partnership management	3	
Role 2: Business development executive / Distribution executive / Channel executive / Partnerships and affinity management executive (adj. Score: 0.31)				
Ethical culture	3	Budgeting	3	Customer acquisition management
Stakeholder management	3	Channel management	3	Business risk assessment
Business environment analysis	3	Business negotiation	3	Partnership management
Market research and analysis	3	Account management	3	Customer relationship management
Sustainable insurance and re-insurance solutions and applications	3	Business opportunities development	3	
Product advisory	3	Networking	3	

1. Transferrable skills with an increase in one level of proficiency is considered easier to acquire than transferable skills with multiple levels of increase in proficiency, followed by net new additional skills. Depending on job redesign for the financial institution, the financial institution will have to pick select skills to reskill employees on, via a combination of on-the-job training and existing courses.

2. Skills adjacency score.

Source: SkillsFuture Skills Framework

DO MORE AND DO NEW