Product marketing executive

Proficiency level

- X New Gen AI skills
- X New skills
- X Transferrable skills at the same proficiency level
- X Transferrable skills at a higher proficiency level[1]

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 and do new:** Gen AI can assist in market research for pricing and budget establishment, and streamline the development of marketing materials. Gen AI tools can also assist in enhancing client engagement through formulating innovative marketing strategies; output from Gen AI tools can be used directly by the Product Marketing Manager

Key tasks that can benefit from Gen AI

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

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 3
Market profiling 3	Business opportunities development 3	Customer relationship management 3
Stakeholder management 3	Customer acquisition management 3	Sustainable lending instruments structuring 3
Business environment analysis 3	Business risk assessment 3	Product advisory 3
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 3
Stakeholder management 3	Channel management 3	Business risk assessment 3
Business environment analysis 3	Business negotiation 3	Partnership management 3
Market research and analysis 3	Account management 3	Customer relationship management 3
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