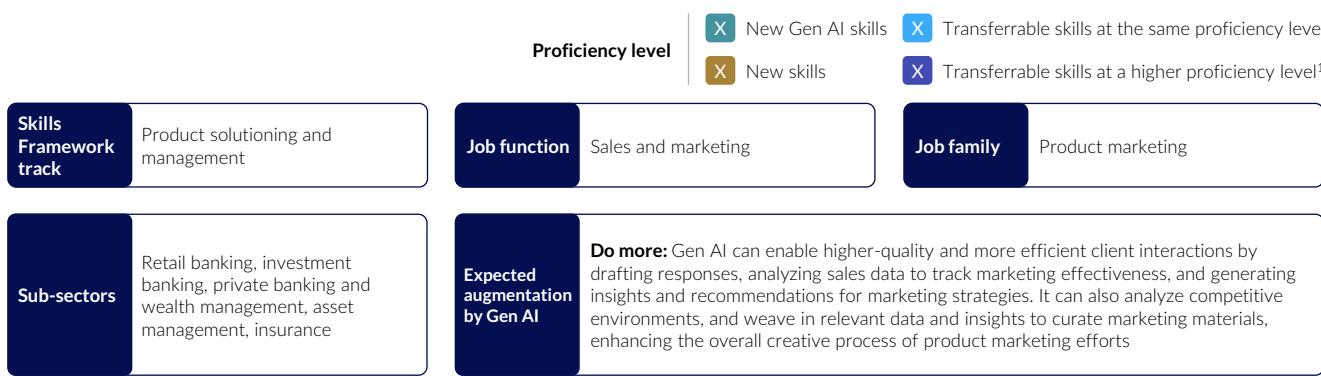


Product marketing manager



Key tasks that can benefit from Gen AI

Critical work functions	Key tasks						
Develop internal and external partnerships	Maintain strong relationships with existing clients by addressing the queries and concerns of client-facing teams						
Oversee marketing strategies and campaigns	<p>Track marketing effectiveness through the collection and analyses of sales data against metrics</p> <p>Develop marketing strategies and directions to differentiate in-house products from the market</p> <p>Lead analyses of the competitive environment and consumer trends</p> <p>Oversee the development of marketing materials</p> <p>Lead ideation and brainstorming efforts to develop novel ideas for product marketing and/or optimization</p>						
New Gen AI skills	Potential next-seniority level (Head of product marketing) skills to acquire¹						
Prompt design	3	Sustainable lending instrument structuring	3	Demand and supply analysis	5	Innovation management	5
Gen AI principles and applications	3	Ethical culture	5	Product performance management	5	People performance management	5
Ethical and responsible Gen AI adoption	3	Market profiling	5	Budgeting	4	Product marketing and branding	5
		Networking	5	Business risk assessment	5	Sales strategy	5
		Stakeholder management	5	Customer behavior analysis	5	Strategy planning	5
		Business environment analysis	5	Digital marketing	5		

DO MORE

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.

Source: SkillsFuture Skills Framework