

## Product marketing manager

### Proficiency level

- X New Gen AI skills
- X Transferrable skills at the same proficiency level
- X New skills
- X Transferrable skills at a higher proficiency level<sup>1</sup>

<b>Skills Framework track</b>	Product solutioning and management	<b>Job function</b>	Sales and marketing	<b>Job family</b>	Product marketing
<b>Sub-sectors</b>	Retail banking, investment banking, private banking and wealth management, asset management, insurance	<b>Expected augmentation by Gen AI</b>	<b>Do more:</b> Gen AI can enable higher-quality and more efficient client interactions by drafting responses, analyzing sales data to track marketing effectiveness, and generating insights and recommendations for marketing strategies. It can also analyze competitive environments, and weave in relevant data and insights to curate marketing materials, enhancing the overall creative process of product marketing efforts		

### 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	Track marketing effectiveness through the collection and analyses of sales data against metrics Develop marketing strategies and directions to differentiate in-house products from the market Lead analyses of the competitive environment and consumer trends Oversee the development of marketing materials Lead ideation and brainstorming efforts to develop novel ideas for product marketing and/or optimization

### New Gen AI skills

Prompt design	3
Gen AI principles and applications	3
Ethical and responsible Gen AI adoption	3

### Potential next-seniority level (Head of product marketing) skills to acquire<sup>1</sup>

Sustainable lending instrument structuring	3	Demand and supply analysis	5	Innovation management	5
Ethical culture	5	Product performance management	5	People performance management	5
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		

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