



# ROYAL OPERA HOUSE

## **JOB DESCRIPTION**

**Title: Product Manager**

**Reports to: Senior Product Manager**

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### **Main Purpose of the Job**

To deliver several of the Royal Opera House's digital products, with three key responsibilities: assessing product opportunities, defining the product to be built, and communicating with stakeholders.

To work with key editorial, business and technical stakeholders to design and deliver the required product, and measure its success.

To collaborate closely with the Digital Development team to create an excellent product, acting in the 'Product Owner' role within the scrum development methodology for several digital products.

### **Main Responsibilities**

Working to the priorities set by the Senior Product Manager:

#### **Product Strategy and Planning**

- Deliver a clear vision for any given product, in consultation with the Senior Product Manager and other stakeholders
- Work within multi-disciplinary Agile teams to scope and plan excellent new products or iterate existing products to meet user needs
- Gather user requirements based on a clear understanding of the Royal Opera House's diverse audience groups
- Conduct frequent research with users in order to make product decisions and create a compelling vision
- Create effective product descriptions and delivery plans to meet user needs in a cost effective way

#### **Project Management**

- Manage product delivery, according to agreed priorities, budgets and deadlines
- Manage project scope and ensure that goals are achievable
- Undertake liaison with key departments – and external organisations - to ensure efficient delivery of projects

### **Relationship Management**

- Develop strong relationships with the Digital Development team and Business Owners across the ROH
- Engage confidently with stakeholders and colleagues at all levels to generate commitment to goals
- Participate in and develop relevant partnerships with peer arts and technology organisations

### **Continuous Improvement**

- Play an active role in Digital Products, contributing to the efficient running of the department
- Keep abreast of changes to user habits, preferences and behaviours across various digital platforms
- Contribute to a culture of innovation and continuous improvement
- Promote and foster a culture of information sharing, collaborative working and cross-team working
- Manage own learning and continuous professional development relevant to the role

### **Key Performance Indicators**

- Deliver superb digital products in line with agreed priorities
- Manage successful relationships, in particular with Business Owners and the Digital Development team
- Contribute to Audiences and Media awareness of current thinking and best practice in product management
- Foster a culture of information sharing, collaborative team working and service excellence across the Digital Products team

## **PERSON SPECIFICATION**

### **Essential Knowledge, Skills and Experience**

#### ***Digital Products***

- Experience of delivery and ongoing management of high quality, digital products
- Ability to make product decisions and create a compelling vision, based on research and usage data
- Ability to capture, synthesize and share customer insight and views from a diverse range of stakeholders
- Ability to understand and prioritise the needs of the product's users, either audience members or in-house teams
- Ability to communicate product vision, details and priorities to Scrum development teams

#### ***Project Management***

- High level project management skills, with the ability to deliver products effectively and efficiently, to budget and deadlines
- Previous experience of product development and product life-cycle management, including an understanding of Agile methodology
- Excellent written skills and proposal writing

#### ***Relationship Management***

- A track record of working effectively with multidisciplinary teams and Business Owners
- Experience of managing commercial and contractual relationships with third party suppliers and partners

- An understanding of the relevant technologies and practices (e.g. new media technologies and platforms and software engineering processes and practices)

***Continuous Improvement***

- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous professional development relevant to the role

*This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.*