



## **JOB DESCRIPTION**

<b>Title:</b>	<b>Product Lead</b>
<b>Reports to:</b>	<b>Head of Digital Product and Analytics</b>
<b>Responsible for:</b>	<b>Digital Products team</b>

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

To lead and develop a high calibre team with the requisite skills to support and educate colleagues across the organisation. These skills will include specialisms in product management, delivery management and product design

To guide the development and performance of our digital products informed by market insight, technical knowledge and a deep understanding of the needs, desires and goals of our audiences

To bridge technical and business worlds in the design of digital products following user centred design principles

To deliver meaningful outcomes that measurably improve the user experience and our organisational objectives

### **Main Responsibilities**

Working to the priorities set by the Head of Digital Product and Analytics:

#### **Product Leadership**

- Develop a strong understanding of the current portfolio of digital products and the business priorities across the organisation
- Establish shared vision across the organisation by building consensus on priorities, leading to successful product execution
- Support the shaping and delivery of the overall digital product strategy and roadmap
- Lead, coach, develop and recruit a strong, capable and empowered team of Product Managers, Delivery Managers and Designers

- Support the Product teams in executing their goals and clearly communicating the plans internally and externally to business stakeholders, customers and end users
- Lead the ideation, technical development, and launch of innovative products
- Drive product development with a team of developers and designers
- Define and analyse metrics (OKRs) that inform the success of products

### **User Experience Design**

- Apply UX design methodologies such as design thinking, contextual design and user centered design to unlock business value and remove usability barriers
- Lead the engagement and involvement of stakeholders and delivery teams in their understanding of the product and user experience
- Work closely with the designer team in the conception and delivery of new designs from lo-fi sketches to hi-fi prototypes or working code
- Validate design hypotheses and usability assumptions through user research and analytics

### **Continuous Improvement / Team management**

- Play an active role in the digital team, contributing to the efficient running of the department
- Keep abreast of changes to audience habits, preferences and behaviours across various digital platforms
- Promote and foster a culture of information sharing, collaborative working and cross-team working
- Play an active part in fostering a culture of agility, innovation and continuous improvement, looking for ways to continually improve both as an individual and a collective
- Work collaboratively with the Head of and other Senior Managers in the Digital Product and Analytics Team to strategically plan and deliver a service/products that meet organisational demand and objectives.

### **Key Performance Indicators**

- Deliver superb digital products in line with agreed priorities
- Manage successful relationships with stakeholders across the organisation
- Contribute substantially to Audiences and Commercial 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 Product***

- Ability to capture, synthesise and share customer insight and views with a diverse range of stakeholders
- Ability to understand and prioritise the needs of the product's users, either audience members or in-house teams
- Deep understanding of product development and product life-cycle management, including agile methodology
- Ability to make both hypothesis and evidence based decisions to inform detailed backlog and strategic roadmap

- High level project management skills, with the ability to deliver products effectively and efficiently, to budget and deadlines
- Excellent verbal and written communication skills and strong analytical skills with acute attention to detail

### **Relationship Management**

- Excellent relationship management and development skills
- A track record of working effectively with multidisciplinary teams and business owners
- Confident communicator and collaborator with peers in the organization and outside
- Experience of managing 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)

### **Team Management**

- Track record of creating an environment where skilled digital professionals are supported and able to do their best work
- Ability to motivate and inspire junior professionals
- Effective performance management and resource management skills
- Strong leadership skills with the ability to engage others and meet objectives through a team

### **Continuous Improvement**

- Commitment to delivering a high standard of work
- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous professional development relevant to the role
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment

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

