



## **JOB DESCRIPTION**

**Title:** Digital Product Manager

**Reports to:** Product Lead

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

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

To work with a matrix team of design, analytics, content and development in a highly collaborative environment

To deliver results that measurably improve the user experience and organisational objectives

To manage own learning and contribute to a culture of continuous improvement

### **Main Responsibilities**

Working to the priorities set by the Product Lead:

#### **Product Management**

- 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 product execution
- Work with delivery and development to create cost effective plans to deliver value to our audiences and the organisation
- Conduct frequent research with users in order make valuable product decisions and create a compelling vision
- Lead the ideation, technical development, and launch of innovative products
- Drive product development with a team of developers and designers
- Define and analyse metrics 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 design team in the conception and delivery of new designs from lo-fi sketches to hi-fi prototypes or working code
- Develop a thorough understanding of the (internal and external) users of our products, working in partnership with the research and analytics teams to validate new journeys, UX hypotheses and usability assumptions

### **Continuous Improvement**

- Play an active role in Digital Products, contributing to the efficient running of the department
- Keep abreast of changes to audience habits, preferences and behaviours across various digital platforms (and all sectors)
- 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 exceptional digital products in line with agreed priorities
- Manage successful relationships, in particular with Business Owners and the Technology team
- 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 Products***

- Ability to capture, synthesize 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

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

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

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

- A proven track record of working effectively with multidisciplinary teams
- 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
- 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.*

