



JOB DESCRIPTION

Title: Digital Product Manager

Reports to: Product Lead

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 the Digital Product agile community 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.

