

ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT: Digital and Customer Services

POSTHOLDER SECTION: Product

GRADE: PO5

POST DESIGNATION: Product Manager

Purpose of Job:

To be responsible to Senior Product Manager for:

1. Delivering value through digital products.
2. Understanding and balancing user needs and organisational objectives to frame problems and set goals and priorities for your multidisciplinary product team.
3. Creating a product vision, strategy, and roadmap.
4. Lead a cross-functional product team including user research, design, data, development and delivery.
5. Articulate the value of products.
6. Take a user-centred approach and coach other people across the organisation in how to deliver in this way.
7. Establish KPIs, measure impact, and report on performance.

Manages up to 2 directly managed staff.

Manages up to 8 indirectly managed consultancy/contracting staff.

Main Duties:

1. Lead multidisciplinary product teams to prototype, build and run digital products and services to meet user need. Create a product vision in collaboration with other teams and users; build an execute a backlog; iterate services based on data; run services economically with the user in mind; ensure services are accessible, intuitive and simple.
2. Engage with teams across the organisation to understand priorities, align plans, and communicate with senior stakeholders. Work with non-technical stakeholders to learn from the expertise.
3. Measure value and use qualitative and quantitative data to inform decisions, focusing on outcomes, not solutions. Translate the vision into prioritised, deliverable goals. Take considered, data-driven decisions and have the humility to learn from mistakes. Track and monitor product performance and user outcomes to

iterate and improve on features.

4. Use a range of product principles, techniques, and approaches. Discover, define, and validate problems presented by user insight, stakeholder priorities, organisational strategy, and technical needs. Coordinate across complex dependencies (for example with other channels, products, and services) to deliver features that improve the overall user experience.
5. Identify users and what their needs are, based on evidence. Translate user stories and propose design approaches or services to meet these needs. Engage in meaningful interactions and relationships with users.
6. Use agile methodology and apply an agile mindset to all aspects of your work. Create a fast-paced, evolving environment and use an iterative method and flexible approach to enable rapid delivery.
7. Demonstrate an understanding of technology and data, including the range of available technology choices. Make informed decisions based on evidenced user need and value for money. Have awareness of the wider digital economy and advances in technology.
8. Understand the different phases of product delivery and contribute to, place or run these. Maintain a product or process through the delivery phases, into live, and then into retirement. Shape and lead a team through the different phases of the product delivery lifecycle.
9. Work closely with other operational delivery teams such as information governance, procurement and commercial, projects and planning, finance, learning, and operations. Understand incident management and service support so that products are built effectively. Overcome operational constraints to deliver a successful product or service.
10. To undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
11. To carry out all duties with due regard to the provisions of health and safety regulations and legislation, Data protection legislation, the Council's equal opportunities and customer care policies, and any local agreements.
12. To perform all duties in line with Council's staff values showing commitment to improving residents' lives and opportunities, demonstrating respect and fairness, taking ownership, working towards doing things better and working together across the council.

Designation of the Post to which the Post-Holder normally reports to: Senior Product Manager.

Person Specification

Job Title	Product Manager
Grade	PO5
Service/Section	Digital and Customer Services / Product
Directorate	Communities and Environment

Shortlisting Criteria: Essential criteria assessed via application form should be used to shortlist.

Criteria
Knowledge
<u>Essential</u> <ul style="list-style-type: none"> • Product thinking and how to apply it • Product methodology, frameworks, principles including: how to define a vision, create a strategy, set objectives, define measurable outcomes and metrics, create and iterate a roadmap • Influencing, persuasion, communication • Data and evidence-driven decision making • Agile methodology, culture, and ways of working • Understanding of modern technology, how to apply it, how to work with technologists, how to assess the benefits and risks <u>Desirable</u> <ul style="list-style-type: none"> • Experimentation and innovation techniques
Skills and Abilities
<u>Essential</u> <ul style="list-style-type: none"> • Ability to embody a product mindset and be intensely user-focused, using qualitative and quantitative data to track progress against user outcomes. • Ability to build a cross-functional team and motivate them around shared goals • Ability to build and execute product vision, backlogs and deliverables to release value to our users incrementally • Commitment to sharing your knowledge. Embrace the value that comes from working in the open and sharing with other organisations. <u>Desirable</u> <ul style="list-style-type: none"> • Strong influencing skills, with the ability to persuade and negotiate with senior stakeholders • Passionate about tech for good and with a proven desire to work in a public service organisation solving complex problems.
Experience

Essential

- Experience of leading a multidisciplinary team to deliver a digital product using agile methodology.
- Experience in understanding and balancing user, organisational, and technical needs and knowing how to balance these when setting product strategy and direction.
- Experience of researching, prototyping, launching and scaling a product from inception to live.

Desirable

- Experience working with interdependent product and platform teams.

Equal Opportunities

- Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.
- Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.