

## ROYAL BOROUGH OF GREENWICH

### JOB DESCRIPTION

**DEPARTMENT:** Digital and Customer Services

**POSTHOLDER SECTION:** Product

**GRADE:** PO8

**POST DESIGNATION:** Product Lead

#### Purpose of Job:

To be responsible to Head of Product for:

1. Developing and leading the product and business analysis communities across Royal Borough of Greenwich, setting product standards and taking responsibility for professional development of the product team and managing performance robustly
2. Directly leading the delivery of our most complex, risky and interdependent products and services, working in the open with the user at the centre of all you do, including matrix managing multiple product teams concurrently
3. Articulating the value of product thinking and business analysis at RBG, coaching senior leaders across the organisation in how to deliver in this way
4. Engage with leaders across the organisation to understand strategic business direction and product priorities, helping them transform their services through digital transformation
5. Support more junior members of the team to set the direction of our products and lead colleagues to deliver product strategies.

Manages up to 15 directly managed staff.

Manages up to 25 indirectly managed consultancy/contracting staff.

#### Main Duties:

1. Build a product community at RBG; set product development and behavioural standards for the product team; work with other disciplines to mutual development; run events as needed to help product people learn
2. Build a business analysis community at RBG; set product development and behavioural standards for the product team; work with other disciplines to mutual development; run events as needed to help product people learn
3. Manage the performance of the product and business analysis teams, ensuring each team member can thrive while upholding strong standards for everyone

4. Lead multidisciplinary product teams to prototype, build and run complex concurrent products and services to meet user need. Create product vision and strategies that recognise nuance and interdependence between services; build an execute backlogs of work; iterate services based on data; run services economically with the user in mind; ensure services are accessible, intuitive and simple.
5. Engage with senior leaders across the organisation to help them understand product development and thinking, and to help them articulate the possibilities in their area for digital transformation.
6. Measure value and use qualitative and quantitative data to inform product development decisions, including, new platforms that might be used for multiple services. 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.
7. Look across the council to find common points in what our residents need from us, and find opportunities for products and platforms to fill those gaps. Work seamlessly across channels to make sure that assisted digital needs are well catered for and journeys are smooth. Engage in meaningful interactions and relationships with users.
8. 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.
9. Demonstrate a deep understanding of modern technology and data platforms, including the range of available technology choices. Make informed decisions based on evidenced user need and value for money.
10. Line manage and coach senior product and business analysis members of staff
11. 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.
12. 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.
13. 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: Head of Product

## Person Specification



<b>Job Title</b>	Product Lead
<b>Grade</b>	PO8
<b>Service/Section</b>	Digital and Customer Services: Product
<b>Directorate</b>	Finance and Legal Services

**Method of Assessment:** AF= Application Form, T = Test, P = Presentation, I = Interview  
**Shortlisting Criteria:** Essential criteria assessed via application form should be used to shortlist.

<b>Criteria</b>
<b>Knowledge</b>
<p><u>Essential</u></p> <ul style="list-style-type: none"> <li>• Deep understanding of product principles, practices and methods</li> <li>• Understanding of the history of product management</li> <li>• Knowledge of modern technology, including cloud technology, architecture, agile delivery methods and software practices</li> <li>• A deep understanding of user-centred design and service design</li> <li>• 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</li> </ul> <p><u>Desirable</u></p> <ul style="list-style-type: none"> <li>• Knowledge of the cross-government DDAT framework</li> <li>• Experimentation and innovation techniques</li> </ul>
<b>Skills and Abilities</b>
<p><u>Essential</u></p> <ul style="list-style-type: none"> <li>• Ability to embody a product mindset and be intensely user-focused, using qualitative and quantitative data to track progress against client outcomes.</li> <li>• Ability to build and execute product strategy, vision, backlogs and deliverables to release value to our users incrementally</li> <li>• Strong influencing skills, with the ability to persuade and negotiate with senior stakeholders up to Director level, including communicating methodologies and projects to a diverse, non-expert audience who may be sceptical of a user-first or agile approach.</li> <li>• An absolute commitment to meet user need in the best, most efficient way</li> <li>• Ability to lead multidisciplinary product teams, including across service lines where digital does not have the lead on products and services</li> <li>• Ability to describe the benefits of product thinking across the organisation</li> <li>• Ability to flex delivery approaches depending on context</li> <li>• Data and evidence-driven decision making</li> </ul>

- Coaching and mentoring

#### Desirable

- Passionate about tech for good and with a proven desire to work in an public service organisation solving complex problems.
- Passionate about building diverse teams and communities
- Commitment to sharing your knowledge, having mentored and coached others. Embrace the value that comes from working in the open and sharing with other organisations.

#### **Experience**

##### Essential

- Successful track record of leading multidisciplinary teams to deliver digital products using agile methodology in a large and complex organisation, including leading multiple teams concurrently
- Significant experience in understanding and balancing client, organisational, and technical needs and knowing how to balance these when setting product strategy and direction.
- Significant experience of researching, prototyping, launching and scaling products and platforms from inception to live.
- Experience working with APIs and microservices architecture and managing the relationships between interdependent product and platform teams.

##### Desirable

- Experience persuading organisations which have not yet embraced digital ways of working to adopt product and design thinking
- Experience working in digital in the public sector
- Experience taking an active part in the public sector digital community

#### **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.