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| Service and job specific context statement | |
| **Directorate:** | Central Services |
| **Service:** | Technology and Change |
| **Post title:** | Product Manager |
| **Grade:** | J |
| **Responsible to:** | Digital Products and Services Manager |
| **Staff managed:** | Manage staff on a project/matrix basis (not direct line management) |
| **Date of issue:** | August 2020 |
| **Job family:** | **P&T - Professional & Technical** |

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| Job context |
| T&C provide technology and change services across the authority and increasingly to others through partnership or commercial arrangements.  A key strategic aim for the council is the digitisation of council services, ensuring that online services are user-centric in their design and development and that they provide quantifiable benefits to customers and cost savings to the council.  The post-holder will assist in the development and implementation of digital capabilities that support the Council’s strategic aims, collaborating effectively across corporate functions and Directorates/Service Areas to scope and deliver high quality customer experiences and to ensure a coherent and coordinated approach. Adhering to the implementation of appropriate principles and standards relating to the digitisation of council services and ensure that digital services are aligned with, and support, other customer channels including telephone and face to face.  The post-holder will ensure the successful delivery of digital products and will also be responsible for the ongoing support and continuous improvement of these digital products. |

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| Structure |
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| Job Description | |
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| Job purpose | You will take products through discovery, alpha, beta and live phases of development with the goal of making Council services simpler, easier and faster to use. You will devise and iterate the product roadmap and backlog, be a champion for user needs, document product knowledge, and communicate plans and progress through various channels including social (eg. Yammer), stakeholder meetings and demos. |
| Operational management | * Support the development and implementation of digital capabilities that support the organisation’s strategic aims * Manage products through discovery, alpha, beta and live states * Ensure all staff working in digital project and product teams use * modern approaches to the delivery of digital products and services including agile, user experience design, product management and DevOps * Ensure that the quality of digital products and services meet agreed quality standards * Ensure adherence to user experience design practice at the council, ensuring adherence to relevant technical strategies, policies, standards and practices (including security). * Support on the analysis of digital products and services to detect deficiencies and request solutions for improvement * Adhere to strategies to support future delivery of digital products and services to meet the organisation’s business needs |
| Communications | * Establish excellent relationships with customers. * Use effective communication systems appropriate to the audience. * Negotiate effectively with external agencies to ensure best value for the Council. * Prepare and present reports to governance boards, steering groups and other stakeholders |
| Partnership / corporate working | * Liaise as required with partner organisations on digital projects and issues as appropriate. * Promote inter agency working in the use of digital products and services, planning and developing services with other agencies. * Record, summarise, share and feedback information to ensure all partners are appropriately informed. |
| Resource management | * Matrix manage teams of specialist professionals to deliver and support digital products. * Ensure that you take responsibility in escalated issues. |
| Strategic management | * Adhere to direction on the production, monitoring and review of the procedures and policies for digital products and services. * Assist the senior Product manager in identifying business opportunities to develop and enhance the service to the customers * Identify and develop business process improvement opportunities * To actively identify new and innovative ways of doing things |
| Systems and information | * Use data and information as appropriate to quality assure digital products |

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| Person Specification | |
| Essential upon appointment | **Desirable on appointment** |
| Knowledge   * Good understanding of Digital product management methodologies including User centric design, and user interaction design * Working knowledge of requirements elicitation and UX analysis techniques, e.g. user research, Business process testing, user stories, customer journey mapping * Good understanding of Agile Framework and practice * Good understanding of change management theory * Good functional understanding of key technologies to support transformation, e.g. business intelligence, CRM, mobile computing, digital services) | * Understanding of HR policies and procedures relating to organisational change * Understanding of Organisational Development |
| Experience   * Some experience of planning and delivering work successfully in a project or product environment * Some experience of working with a range of stakeholders to deliver successful outcomes * Some experience of product lifecycle management * Some experience of using the Agile framework * Some experience of user centric design and/or user interaction design | * Some experience of working in a software development environment * Some experience in content management and HTML |
| Occupational Skills   * Ability to prioritise work and work to agreed minimum viable product (MVP), print and scope * An understanding of design, technology and data principles. * An understanding of the variety and complexity of users’ digital needs and how the product will meet those needs * Ability to influence & persuade internal and external staff at both senior and middle management levels to enable new ways of working. * Ability to identify constraints and communicate about these and work within them whilst being able challenge the validity of any constraints to ensure standards are met * Excellent planning and organisational skills * Ability to make decisions within own area of responsibility * Ability to plan and develop new ways of working * Ability to problem solve issues |  |
| Professional Qualifications/Training/Registrations required by law, and/or essential for the performance of the role  Educated to Level 3 standard (e.g. A levels, HND/C) or equivalent   * Evidence of continuing professional development in digital/IT environment | * Relevant project or product management qualification (Agile PRINCE2, Agile, GDS Product Manager or similar) or equivalent experience of using project or product management methodologies in an agile environment |
| Other Requirements   * Ability to travel for work purposes. |  |
| Behaviours | [Link](http://www.northyorks.gov.uk/article/23524/What-you-should-know-before-applying-for-a-job) |

NB – Assessment criteria for recruitment will be notified separately.  
Optional - Statement for recruitment purposes: You should use this information to make the best of your application by identifying some specific pieces of work you may have undertaken in any of these areas. You will be tested in some or all of the skill specific areas over the course of the selection process.