

<b>Job title</b>	<b>Senior Product Manager</b>		
<b>Job family</b>	<b>Technology, Systems &amp; Delivery</b>	<b>Band</b>	<b>D</b>

**Job purpose**

The Senior Product Manager is responsible for defining and implementing product strategy and vision for a segment of the BBC's products or services.

The post holder has three key responsibilities: assessing product opportunities, defining the product to be built and communicating to stakeholders.

The role works with key editorial, commercial and technical stakeholders to design and deliver the required product, measure its success, leading the prioritisation process and the creation and maintenance of the roadmap.

The post-holder work with a (removed agile) technical team to create a product that is useful, usable and feasible.

**Key responsibilities and accountabilities**

- Define and develop a single proposition product strategy for product(s), services or feature areas - based on the strategic vision for the division and wider BBC.
- Use analytics and audience research to investigate user behaviour; to establish insight into product performance and to use this data to drive ideas, features and product improvements.
- Monitor, summarise and report analytics and feedback from the user base or audience to measure performance of the product.
- Continuous improvement of the product, identifying and prioritising enhancements, communicating them to the business as required.
- Work with stakeholders, key technical staff and within governance groups to understand business needs and drivers and confirm objectives and priorities.
- Lead requirement gathering sessions with stakeholders and manage change in relation to specified requirements, looking to identify deeper strategic needs and opportunities.
- Build and maintain a product roadmap and backlog consistent with the BBC's wider digital strategy and product portfolio.
- As a product moves from discovery to definition, work with user experience design, project management and engineering teams to create an appropriate execution strategy.
- During build, optimise the product for the needs of the business, bringing together user experience, business and technology.
- Develop relationships with pan-BBC and external stakeholders, delivery partners and suppliers as well as peers and senior internal stakeholders.
- Propose, agree and work within product budget. Develop and maintain business case in support of product(s).
- Own contracts with vendors, negotiate and influence to hold them accountable to the terms of the agreement.

**Knowledge, skills, training and experience**

**Essential**

- Excellent understanding of and ability to apply industry knowledge, market awareness, audience research and analytics insights to product strategy and planning.
- Experience of making product decisions based on research, usage data, or predictions of either. Understands and prioritises the needs of the product’s users – such as audience members, internal; business systems users or production teams.
- Good Experienced practitioner in product development and product life-cycle management including an understanding of agile methodology.
- Ability to plan and forecast product budget and deliver within that budget.
- Good understanding of the relevant technologies and practices (e.g. client and server-side technologies, new media technologies and platforms, project management - e.g. Scrum); software engineering processes (or systems equivalent) and practices.
- Experience managing commercial and contractual relationships with third party suppliers and partners.
- Experience of project management methodologies, including Agile.
- Experience of end-to-end product delivery.
- Experience working within new media, software development, broadcast or business systems, delivering product roadmaps.
- Able to develop a good working knowledge of BBC output, editorial, compliance and regulatory issues.

**Job impact**

**Decision making**

Defines and develops product strategy.

- Able to evaluate feasibility and impact of options using data, leading to decisions or recommendations about people, process and product.
- Decisions impact own team, or small product, service or feature areas within products.
- Communicates decisions with rationale to team and stakeholders.
- Negotiates with and manages third party suppliers

**Scope**

*Finance:*                      *Accountable for product delivery budget.*

*Line Management:*        *0-5 direct reports.*

*Ad-hoc Teams:*              *Participates in ad-hoc teams of between 1 -40.*

**Other information**

**For Reward team use only**

## JOB DESCRIPTION



<i>Job Code</i>	
<i>Definition:</i>	Content

*This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.*