

Job title	Senior Product Manager		
Job family	Technology, Systems & Delivery	Band	D

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

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

Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

Division	
Reports to (title)	
Location base	

Organisation structure	

Additional job specific responsibilities and accountabilities
<ul style="list-style-type: none"> • System Architecture: Responsible for ensuring systems design and architecture is fit for purpose, including security and disaster recovery architecture. • Change, Configuration and release management - Responsible for software and hardware • Upgrades, ensuring that change management procedures are followed working alongside the teams responsible for UAT, testing and deployment of upgrades into the production environment. • Project Engagement - Responsible for providing technical consultancy from project delivery and development teams, procurement, service design and change management teams Responsible for providing technical expertise to project teams throughout the lifecycle of a project • Systems Management - Be the systems product expert across changes, incidents and problems, ensuring resolutions are found efficiently as possible taking full ownership with stakeholders and 3rd parties. • Lead on requirements gathering with the business process owners and stakeholders, analyses and present solution options, challenge status quo and promote best practice. • Non Functional Requirements - Responsible for ensuring systems align with BBC's non-functional requirements including accessibility, performance, disaster recovery and security. Ensure all work is conducted in accordance with current safety legislation and BBC safety policies, security policies and statutory requirements relevant to the task. • Knowledge Management - Responsible for the production of technical

documentation, ensuring quality and accuracy and ensuring smooth transitions to the support model in place. Responsible for assessing and inputting into the design and delivery of training for systems under ownership ensuring support teams can be appropriately trained.

- **3rd Party Suppliers** - Responsible for building effective relationships with system vendors to ensure that reported incidents and problems are resolved within agreed resolution times set in service contracts and manage suppliers to deliver against contracted responsibilities.

Required skills and experience:

- Detailed knowledge of HR Products and Processes.
- Experience in working within a complex technical systems/environment, including interfaces
- Experienced in managing conflicting demands in situations of pressure where priorities are rapidly changing
- Experience of having to communicate clearly with a range of people at different levels of the organisation and explain technical issues using a range of styles, tools and techniques
- knowledge of security policies and statutory requirements relevant to the role
- Understanding of security, access and authorisations
- Experience of working with 3rd party suppliers
- Experience of providing a high quality service in a demanding customer service environment
- Knowledge of change and configuration management procedures
- Solution orientated and problem solving
- Excellent written and verbal communication skills
- Experience of leading multiple large projects and suppliers at the same time
- Knowledge of ITIL standards and the principles of service support and delivery
- Experience of relationship management at senior levels of the organisation.
- Experience of technology projects including business change deliverables
- Worked on the full project lifecycle for more than one project

Approval	
Manager	Name and job title
HR Business Partner	Name
Date	

