

Job Title: Senior Product Manager
Division: BBC Design & Engineering
Department: Knowledge & Learning
Grade: 9
Based in: MediaCityUK, Salford Quays
Reports to: Executive Product Manager, Knowledge & Learning

CONTEXT

As a Senior Product Manager in the BBC Knowledge & Learning team, you'll be shaping high quality, distinctive digital products and services that engage and inspire adult audiences across the UK to build their knowledge through informal learning.

The BBC Director General has just announced “*a renewed drive to put education at the heart of what the BBC does*”. In partnership with editorial teams in the new Strategy and Education division, we will create new, innovative experiences to further that mission and enhance the lives of licence-fee payers.

A key focus of our Salford team is to make our existing content formats available to products across the BBC, as well as piloting an open content platform and format innovations, as a pathfinder for the forthcoming Ideas Service. We also support key learning campaigns (such as BBC micro:bit in 2015) with the development of digital products that further BBC Learning's mission to “transform lives through education”.

PURPOSE OF ROLE

The Senior Product Manager will work to the Executive Product Manager to define, create, and evolve products that deliver informal learning. You will use your expertise in media and technology to promote platform capabilities and opportunities to internal stakeholders within the BBC.

You will constantly use data and research to improve and refine current products while your strategic insights will help to define the future of online media through journeys and experiences the BBC is uniquely positioned to deliver.

Candidates should have proven experience delivering consumer products in close collaboration with engineering teams. Candidates should also be natural leaders who partner strongly with internal and external stakeholders in a variety of roles.

AIMS OF THE JOB

1. To manage new developments on a product or products within BBC Design & Engineering
2. To be the evangelist and promoter of product capabilities and features in support of BBC online strategy
3. To ensure development is in line with overall BBC strategy and meets wider BBC guidelines
4. To be a key contact point for both internal and external stakeholders

Product Managers produce roadmaps and strategies for their products, define new requirements and liaise with editorial, marketing, policy, rights, UX&D and technical teams. They work closely with other members of the development team in launching new products or enhancements to existing products and services.

They will be responsible for pan-genre products that support audience-facing offerings. This requires strong collaboration across the BBC and the ability to effectively manage stakeholder expectations.

KEY ROLE DESCRIPTORS AND RESPONSIBILITIES

1. Manage the development of products or a service
2. Instinctively understand how people use their product. He/she will prioritise new developments in line with audience needs and new business requirements
3. Ensure smooth stakeholder relationships, excellent communication with other areas of BBC Design & Engineering, other BBC Divisions and external suppliers
4. Take ownership of the roadmap for the Products and Services they are responsible for
5. Manage Product backlogs
6. Support development teams in writing user stories, BDD scenarios, and feature files
7. Commission platform research; collate and monitor audience feedback
8. Translate platform insights into strategies and product proposals
9. Conduct editorial scoping, liaising with editorial stakeholders, production staff and other product owners within the BBC
10. Write functional specifications for designers and developers
11. Ensure key project documentation/reporting is delivered
12. Day to day contact with external suppliers to project (where relevant)
13. Escalate risks and issues when necessary
14. Manage the handover of product to editorial and operations where relevant

ESSENTIAL SKILLS AND EXPERIENCE

1. Good experience and knowledge of industry-standard product management skills, with understanding of product life-cycle, and proven delivery and iteration of consumer products, informed by user data and insights
2. Experience of working in an agile/lean multi-disciplinary digital team, with a thorough understanding of what the different disciplines bring to the product development process
3. High degree of internet and computer literacy
4. Ability to work in partnership and actively collaborate with colleagues and stakeholders across the organisation
5. Experience of working with third parties to deliver audience-facing products
6. Good presentation, communication and interpersonal skills and proven ability to communicate complex processes at all levels. Experience of presenting innovative ideas in order to secure senior management and strategic support

DESIRABLE SKILLS AND EXPERIENCE

1. Knowledge of the market context/trends around BBC Knowledge & Learning products.
2. Project management skills, showing the ability to prioritise and plan activities taking all factors such as deadlines and resource requirements into account.
3. A good working knowledge of the relevant legislation and BBC regulations (including health and safety and managers and producers guidelines).
4. Some understanding of the change management challenges faced when introducing new production systems into work environments.
5. Knowledge of Business Driven Development (BDD) practices.
6. Ability to simplify complex problems or projects into component parts and evaluate them systematically.
7. Ability to look at existing situations in alternative ways and come up with creative solutions.

PERSONAL ATTRIBUTES

1. First class interpersonal skills including the ability to communicate clearly and confidently at all levels; the ability to use your own initiative; a flexible and positive attitude; ability to present compelling arguments.
2. Excellent organisational skills and the ability to plan work effectively.
3. Drive, determination, commitment, stamina, confidence, calm under pressure.
4. Able to maintain personal effectiveness by managing own emotions in the face of pressure, set backs or when dealing with difficult or confronting situations.
5. A creative approach to problem-solving

COMPETENCIES

Creative Thinking

1. Able to transform original or unusual ideas/impulses into practical reality. Can look at existing situations and problems in novel ways and come up with innovative solutions.
2. Able and willing to explore different ideas, novel approaches and new associations.

Analytical Thinking

1. Able to simplify complex problems, processes or projects into component parts, explore and evaluate them systematically.
2. Is able to identify and define both problems and solutions sifts information, and selects what is significant.
3. Identifies gaps and understands how to find relevant data.
4. Can interpret and evaluate information from a range of sources and in a variety of formats.

Strategic Thinking

1. Demonstrates an awareness of the whole organisation and links this through to own department, projects and people.
2. Demonstrates an ability to be objective in order to make decisions which are good for the business but not necessarily for their own personal goals.
3. Demonstrates an awareness of the broader issues and the impact of decisions on the business as a whole.
4. Keeps up-to-date with developments in the outside world and considers challenges in the wider context.

Communication

1. The ability to get one's message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.
2. Translates messages and puts them across appropriately for different audiences.
3. Uses a range of methods of communication as appropriate to the situation i.e. Face-to-face, written, on-line, video.
4. Makes communication timely and regular.
5. Listens, encourages two-way communication.
6. Checks for understanding.
7. Monitors the effectiveness of communications and continuously strives to improve them.
8. Uses a range of imaginative and stimulating techniques to engage the 'audience'.

Collaborating Across Boundaries

1. Challenges systems, processes and people that block collaboration. Breaks down and manages hierarchical barriers to collaboration.
2. Connects people, ideas, processes and issues.

Accountability

1. Fulfills accountabilities in respect of job purpose, objectives. Manages resources, in accordance with the BBC's associated values, agreed policies, controls and procedures
2. Understands the need for and works within the BBC's policies, procedures and controls.
3. Behaves in a manner which supports the BBC's values.
4. Accepts responsibility for mistakes and takes immediate corrective action to minimise their impact.
5. Sensitive to potential conflicts of interest and takes care to ensure they do not arise.
6. Exercises foresight and learns from hindsight.

Managing Relationships

1. Able to build and maintain effective working relationships with a range of people.
2. Takes care to maintain and develop existing relationships.
3. Is aware of, and shows understanding and respect for, other people's needs and actions.
4. Values individual differences.
5. Able to establish rapport quickly and effectively.
6. Pro-actively offers constructive feedback to others.
7. Develops effective working relationships irrespective of personal differences or personality clashes with individuals.
8. Actively seeks out feedback from others regarding relationships at work.
9. Takes the initiative to establish new relationships both internally and externally.