

<b>Job title</b>	<b>Director, Product Management</b>		
<b>Job family</b>	<b>Technology, Systems &amp; Delivery</b>	<b>Band</b>	<b>SL</b>

**Job purpose**

The Director, Product Management is responsible for the product management of the BBC’s audience-facing products and associated user-agnostic capabilities. They are responsible for leading and developing the BBC’s product management profession, working with senior stakeholders from the business to shape our product strategy, define product roadmaps, and to maximise the audience impact they deliver.

- Key responsibilities and accountabilities**
- Create and lead a high performing team of product management professionals, supporting individuals to perform to the best of their ability within multifunctional teams
  - Responsible for the recruitment, retention, training, coaching, and career development of the product management and business analysis capabilities within the Product Group
  - Responsible for creating a diverse, inclusive, and welcoming environment for staff across Product Group, where everybody feels supported to be their authentic self
  - Work closely with the Chief Product Officer to develop the digital products' vision and strategy and to define the product management capability required to deliver against them
  - Set the objectives and key results (OKRs) for product teams
  - Accountable for achieving user and business value in line with the digital products' strategy
  - Responsible for workforce planning within their discipline, working closely with HR, Finance, and the Product Group Leadership Team to ensure capacity is adequately understood and phased
  - Set standards and best practice for their discipline, engaging widely internally and externally, and applying trends and insights to continually improve the performance of the Product Group
  - Accountable for the performance of their discipline and its contribution to the overall objectives and delivery of the Product Group and the BBC's portfolio strategy
  - Financial accountability for their discipline, including against headcount budgets
  - Create a culture of continuous learning and improvement
  - Work with the other members of the Product Group Leadership Team to transform the Product Group into a high performing, learning culture focused on innovation

- Knowledge, skills, training and experience**
- Essential**
- Extensive, senior-level experience of product management within an agile organisation, able to lead the profession with confidence and credibility, and acting as role model to their teams and colleagues
  - Adept at managing numerous, diverse senior and executive level stakeholders, often operating under tight timescales and managing numerous competing priorities
  - Experience of operating at a senior level in the public sector and/or dealing with external/governmental stakeholders or equivalent in a commercial business
  - A convincing and persuasive communicator, required to modify beliefs and opinions of teams, as well as senior stakeholders, able to establish effective and collaborative relations across BBC departments, and external agencies/stakeholders where required

- Act as the conduit to effective communication and influence across the management team
- Possesses a strong understanding of the media sector and BBC competitors, and the relevant in-depth knowledge of current industry trends and issues relating to their functional area
- Broad and comprehensive understanding of all BBC regulatory and contractual obligations as they pertain to their functional area
- Extensive experience in managing significant budgets and understanding key financial drivers

Job impact
<p><b>Decision making</b></p> <ul style="list-style-type: none"> <li>• Develop, adapt and execute product strategies, priorities, and roadmaps in line with the portfolio strategy and direction from Senior Leaders.</li> <li>• Undertakes a wide range of activities factoring in multiple, diverse considerations, requiring complex analytics and decision making, interpretative thinking and a solutions-focussed approach.</li> </ul> <p><b>Scope</b></p> <ul style="list-style-type: none"> <li>• Will lead and manage a community of product management professionals</li> <li>• Ability to apply external sector and discipline knowledge, contextualising challenges and changes in the sector, to understand the relative positioning and strength of the BBC's services/practices.</li> <li>• In-depth knowledge of how own sub-function/sub-divisional area integrates within the function/division, including how processes and resources interact to help achieve functional/divisional targets and objectives</li> </ul> <p><b>Strategic impact/Influence</b></p> <ul style="list-style-type: none"> <li>• Provides input into functional strategy.</li> </ul> <p><b>Reporting structure</b></p> <ul style="list-style-type: none"> <li>• Reports into a Senior Leader within their division.</li> </ul>

Other information	
For Reward team use only	
Job Code	
Definition:	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.*