

BBC JOB SPECIFICATION

Job Title:	Senior Product Manager, Get Inspired
Division:	BBC Digital
Department:	Sport & Children's
Location:	Salford, MediaCity UK
Reports to:	Executive Product Manager, Sport
Grade:	9D

The following job specification is intended to reflect the nature, range and context of the work. It identifies the main requirements of the role, but is not an exhaustive list of duties.

Purpose of the role

BBC Digital is the division responsible for all of the BBC's digital media services and provides innovative leadership in the fields of digital, technology and media management. Our key strategic role is to be the pathfinder for the BBC, ensuring that new technologies are used to extend the reach and accessibility of BBC content on any device, anytime, anywhere.

As Senior Product Manager for BBC Sport's Get Inspired, you will play a key role in determining the digital strategy for the initiative in the run-up to the 2016 Rio Olympics.

Working closely with the overall Project Lead and BBC Sport's wider product team, you will ensure Get Inspired utilises digital to achieve its aims of:

- Delivering a tangible and measureable impact on physical activity participation in the UK, working in partnership with National Governing Bodies and grassroots organisations
- Deepening BBC Sport's relationship with audiences by enabling us to be more connected and engaged
- Demonstrating that Get Inspired helps serve the BBC's wider public service role within UK society

Key Accountabilities and Responsibilities

STRATEGY AND TECHNOLOGY

- Work with the Executive Product Manager and Get Inspired Project Lead, making a substantial contribution to the development of the Get Inspired digital strategy, line managing and mentoring other team members as appropriate.
- Define and develop a specific product strategy for one or more parts of the proposition, based on the strategic vision for Get Inspired and relevant industry insight and audience research
- Propose, agree and work within a product budget. Develop and maintain business case and other relevant documentation in support of product(s).
- Ensure adoption of appropriate standards, guidelines, tools and techniques. Share best practice across teams.
- Understand the needs of the audience and internal clients;
- To be at the forefront of emerging technologies and understand their relevance to the product, the BBC and its diverse audience
- Provide strategic expertise on relevant industry and competitor developments

DELIVERY AND MAINTENANCE

- Be engaged with the approval process before a project commences, and quality reviews during delivery.
- Lead requirements gathering sessions with stakeholders and manage change in relation to specified requirements, including assessment of impact, communication, and supporting planning and prioritisation as appropriate
- Work with UX teams to define user experience where relevant.

- Monitor, summarise and report feedback from the user base or audience to measure performance of the product
- Support transition to 'live' environments
- Continuous improvement of the product, identifying and prioritising improvements and enhancements
- Engage with service leads and technical teams to ensure the appropriate use of technology to fulfil the outlined strategy and product vision.
- Ensure editorial integrity and quality of service for user facing interfaces and services;
- Manage end of product life cycle, making decisions on reinvestment, transitioning to maintenance or product retirement.

RELATIONSHIP MANAGEMENT AND COMMUNICATION

- Develop relationships with pan-BBC and external stakeholders, delivery partners and suppliers as well as with peer and more senior internal stakeholders
- Engage with vendors, negotiating and influencing to hold them accountable to the terms of the agreement
- Regularly report on progress and issues, feeding into the appropriate Governance process
- Identify and create opportunities for collaborative working
- Be responsible for public relations when required, including identification of marketing and communications needs and coordination.

SKILLS, EXPERIENCE AND QUALIFICATIONS

The successful candidate will be expected to demonstrate the following skills and experience:

- In-depth understanding of specific audience needs in this area;
- Demonstrable ability to deliver outstanding results and shape a digital strategy to grow a product's reach and engagement
- Significant experience working in agile/lean delivery teams
- Excellent communication skills & stakeholder management to a wide range of audiences;
- Extensive experience of product development lifecycle and experience shipping software products;
- Strong understanding of the market and the strengths and weaknesses of competitor propositions;
- Industry credibility and reputation;
- An understanding of BBC public purposes and how these relate to bbc.co.uk services (desirable).

Competencies

- **Leadership** – demonstrates the ability to make things happen and is focused on delivery. Builds a climate of trust with project teams and all other stakeholders.
- **Strategic thinking** – able to identify a vision along with the plans which need to be implemented to meet the end goal, evaluating situations, decisions and issues in the short, medium and long term.
- **Influencing and persuading** – able to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change
- **Planning and organising** – Prioritises and plans, taking into account the degree of uncertainty, resource availability and dependencies to ensure delivering within the time, cost and quality constraints.
- **Adaptability and flexibility** – a willingness to be flexible in meeting the challenge of working across a diverse range of delivery teams. To manage uncertainty and adapt the programme, portfolio or project where required.
- **External thinking** – keeps up-to-date with developments in the outside world and considers challenges in the wider context.

- **Negotiation and influencing** – proven negotiation skills, ability to present sound and well-reasoned arguments to convince others. Demonstrates the ability to draw from a range of influencing strategies to persuade people to achieve agreement or behavioural change. Listens to other points of view to gain understanding.
- **Communication** – able to get messages understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information. Recognises the importance of sharing and disseminating information and contacts
- **Managing relationships** – able to build and maintain effective working relationships with a range of people, including senior/executive level. Works co-operatively with others to be part of a team, as opposed to working separately or competitively.