

<b>Job title</b>	<b>Executive Product Manager Archive Data</b>		
<b>Job family</b>	<b>Technology, Systems &amp; Delivery</b>	<b>Band</b>	<b>E</b>

<b>Job purpose</b>
<p>The role by uses research, analytics data, market research, competitors and their instincts to help the BBC make the best products possible. The post holder works with stakeholders to design and deliver the required product, measure its success, lead the prioritisation process and the creation and maintenance of the roadmap.</p> <p>The EPM has three key responsibilities: assessing product opportunities, defining the product to be built and communicating to stakeholders.</p> <p>The post-holder works with key editorial, commercial and technical stakeholders to create a product that is useful, usable and feasible.</p>

<b>Key responsibilities and accountabilities</b>
<ul style="list-style-type: none"> <li>• Define and develop product strategy for a portfolio of related products, or very large product with wide-ranging scope and features -, based on the strategic vision for the division and wider BBC objectives.</li> <li>• 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.</li> <li>• Monitor, summarise and report analytics and feedback from the user base or audience to measure performance of the product.</li> <li>• Continuous improvement of the product, identifying and prioritising enhancements, communicating them to the business as required.</li> <li>• Work with stakeholders, key technical staff and within governance groups to understand business needs and drivers, and confirm objectives and priorities.</li> <li>• Lead requirement gathering sessions with stakeholders and manage change in specified requirements, looking to uncover deeper strategic needs and opportunities.</li> <li>• Build and maintain a product roadmap and backlog consistent with the BBC's wider digital strategy and product portfolio.</li> <li>• As a product moves from discovery to definition, work with engineering teams to create an appropriate delivery strategy.</li> <li>• Executive Product Managers play a key role in leading agile delivery teams, working with Project Managers, Engineering and User Experience leads to deliver products to deadlines.</li> <li>• During build, optimise the product for the needs of the business, bringing together user experience, business and technology.</li> <li>• Develop relationships with pan-BBC and external stakeholders, delivery partners and suppliers as well as with colleagues and senior internal stakeholders.</li> <li>• Propose, agree and work within product budget. Develop and maintain business case in support of product(s).</li> <li>• Own contracts with vendors, negotiate and influence to hold them accountable to the terms of the agreement.</li> </ul>

**Knowledge, skills, training and experience**

**Essential**

- Understanding and ability to apply industry knowledge, market awareness, audience research and analytical insights to product strategy and planning.
- Ability to make decisions based on research, usage data, or predictions of either.
- Understands and prioritises the needs of the product’s users - either audience members or production teams.
- Excellent product development skills and product life-cycle management including an understanding of agile methodology.
- Ability to plan and forecast product budget and deliver within that budget.
- Thorough understanding of the relevant technologies and practices (e.g. client and server-side technologies; new media technologies and platforms; project management; software engineering (or systems equivalent) processes and practices.
- Experience managing commercial and contractual relationships with third party suppliers and partners.
- Experience of end-to-end product delivery.
- Significant experience working within new media, software development, broadcast or related media sectors, delivering digital media roadmaps.

**Job impact**

**Decision Making**

- Lead on major change initiatives across the Product set, beyond their own product area.
- Lead, shape and improve product development process across their team and the wider department.
- Responsible for a portfolio of related products, or very large product with wide-ranging scope and features.
- Deputises for Head of Product as required to represent the strategy and requirements of the overall product set with senior stakeholders internal and external to the BBC.
- Makes decision relating to end-to-end product delivery
- Required to negotiate with and manage third party suppliers.
- Large reputational risk externally with potential for long term impact.

**Scope**

**Finance:** Accountable for product delivery within budget. Accountability for constructing relevant business cases to secure funding for resource, materials and equipment. Post holder has the authority to procure additional resources when required.

**Line Management:** 0-20 direct reports.

**Ad-hoc Teams:** Leads multi-discipline ad-hoc teams of between 1-40 members.

<b>Other information</b>	
<b>For Reward team use only</b>	
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.*

**Appendix:**

The Executive Product Manager Archive Data reports to the Head of Product & Systems and is primarily responsible harmonising and rationalising our approach to data, data quality, assurance, audit and search, across systems and workflows supporting all Archive Technology & Services operations including workflows and systems across the physical and virtual estate.

- The Executive Product Manager Archive Data will be responsible for devising and delivering a comprehensive data strategy that enables and enriches BBC archive systems and processes
- Responsible for rationalising data complexity and ensuring data integrity and accuracy across the BBC’s portfolio of archive systems, products & processes
- Responsible for unifying user access to archive products and systems and supporting the creation of a single searchable portal for BBC archive holdings
- Responsible for ensuring Archives Technology & Services has appropriate and robust audit records within systems for any data changes and that we can robustly track our content around the enterprise
- Responsible for the line management and development of a team that personifies BBC values and plays a critical role in delivering our core objectives
- Responsible for delivering a unified search and discovery experience for a wide range of users and partners who access the BBC’s extensive back catalogue
- To lead Archives Technology & Services development of metadata standards and working with others across the BBC to ensure effective governance
- Working with key stakeholders across the BBC and management colleagues, you will be expected to manage a diverse range of projects linked to wider departmental objectives that deliver continued and sustained benefit to the BBC
- You will be responsible for managing within budget and for helping create accurate resource forecasts and annual plans
- You will have joint responsibility with Executive Product Manager Archive Delivery for the coordination and successful delivery of a number of shared roadmaps

Working collaboratively with key stakeholders and colleagues this pivotal role will manage a diverse team that leans into the business as we seek to further simplify access to archive systems, to offer better support for production colleagues, to reduce cost and achieve the highest levels of service, accuracy and assurance, safeguarding BBC content.