

<b>Job title</b>	<b>Executive Product Manager, News apps</b>		
<b>Job family</b>	<b>Technical Systems &amp; Delivery</b>	<b>Grade</b>	<b>10</b>
<b>Location</b>	<b>NBH, London</b>		

**Job purpose**

The Executive Product Manager is the primary expert in the field who supports the activities of the Head of Product, implementing specific product strategy.

The post holder leads the product life cycle giving approval to commence projects and ensuring quality of design and development of market leading products and services for the BBC.

The post holder works with key editorial, commercial and technical stakeholders to design and deliver the required product.

**Key responsibilities and accountabilities**

- 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 relevant user and audience research
- Accountable for all approval gates before a project commences and quality reviews during a build/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
- Develop relationships with pan-BBC and external stakeholders, delivery partners and suppliers as well as with peer to peer and more senior internal stakeholders
- Monitor, summarise and report feedback from the user base or audience to measure performance of the product
- Transition to ‘live’ environments, ensuring operational and audience support
- Continuous improvement of the product, identifying and prioritising improvements and enhancements
- 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
- Ensure the appropriate selection of technology to fulfil the outlined strategy

**Knowledge, skills, training and experience**

**Essential**

- Expert understanding and ability to apply industry knowledge, market awareness and BBC audience targets to product strategy and planning
- Product 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
- Good understanding of the relevant technologies and practices (e.g. client and server-side technologies, new media technologies and platforms, project management (especially Scrum) and software engineering processes and practices. Experience managing commercial and contractual relationships with third party suppliers and partners
- Experience managing commercial and contractual relationships with third party suppliers and partners
- Exposure to project management methodologies including Agile
- Experience of end to end product delivery
- Significant experience working within new media, software development, broadcast, or related media sectors, delivering digital media roadmaps
- Working knowledge of BBC output; editorial, compliance and regulatory issues for the BBC

**Job impact**

***Decision Making***

- *Reports to the Head of Product*
- *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*
- *Lead on major change initiatives across the Product set, beyond their own product area, to ensure best outcomes for department*
- *Lead, shape and continuously 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*
- *Approves product commencement*
- *Makes decision relating to end to end product delivery*
- *Can lead Business Development and Legal teams to evolve strategic approach to product's position in market*
- *Large number of, diverse stakeholders stretching pan BBC*
- *Influencing very senior level stakeholders with high influence and editorial control.*
- *Required to negotiate with and manage 3<sup>rd</sup> party suppliers*
- *Large reputational risk externally with potential for long term impact*
- *Required to communicate novel and complex ideas and/or information to internal and external customers and suppliers*

**Scope**

*Finance: Accountable for product delivery within budget where there is a high degree of flexibility in their use and may contribute to the setting of those budgets*

	<i>Postholder has the authority to procure additional resources when required</i>
<i>Line Management:</i>	<i>0 - 20 direct reports</i>
<i>Ad-hoc Teams:</i>	<i>Leads multi-discipline ad-hoc teams of between 0 - 10 members</i>

<b>Other information</b>	
<b>For Reward team use only</b>	
Job Code	
Definition:	Content / Content Support / Support

*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

**Specific responsibilities and accountabilities****Product remit**

Product Managers in News lead the prioritisation process and the creation and maintenance of the roadmap. He/she works with the technical team to deliver a product that is **useful, usable** and **feasible**.

The Executive Product Manager, News apps leads the product team, comprising Project Management, Business Analysis and Developers, which delivers BBC News apps across phones and tablets in multiple languages to millions of users across the world. The EPM will also be responsible for strategy for Connected TV apps.

This role is cover for a career break, so candidates need to be able to hit the ground running. We have an active roadmap and set of priorities in flight that need to be delivered, and we need to continue making progress against key strategic areas.

- Define and develop product strategy, roadmap and manages delivery for BBC News apps across phones, tablets and connected TV, so experience managing products for audiences across many screens is a requirement.
- This is a scale audience in the many millions, so candidates are required to have experience managing products for big audiences, ideally with News/fast paced content.
- This is a high profile product and a priority for senior stakeholders, so candidates need experience working with big, visible consumer brands and senior business stakeholders.
- Requires experience working with News editorial as this is a cover role so candidates need to be familiar with how newsrooms work.
- Use analytics to uncover and investigate user behaviour; to establish insight into product performance and to use this data to drive ideas, features and product improvements.
- One of the main areas where BBC News focuses on Live coverage, so experience understanding how Live News can and should be covered digitally is critical
- The area where we are driving personalization and notification strategy, so experience with these areas is a plus.

<b>Approval</b>	
<b>Manager</b>	Alex Watson, Head of Product, News
<b>HR Business Partner</b>	Kate Horton
<b>Date</b>	<b>27<sup>th</sup> November 2016</b>