

Job title	Executive Product Manager		
Job family	Technology, Systems & Delivery	Proposed band	E

Job purpose

The Executive Product Manager ensures that the BBC creates the most compelling products possible within a given field, sector or technology.

Creating insight to drive BBC priorities and performance is critical – an EPM looks to user research, analytics data, market research, competitors and their own product instincts to help the BBC make the best digital products possible.

The EPM has three key responsibilities: assessing product opportunities, defining the product to be built, and communicating to stakeholders.

The post holder works with key editorial, commercial and technical stakeholders to design and deliver the required product, measure its success, lead the prioritisation process and the creation and maintenance of the roadmap.

He/she works with the technical team to create a product that is **useful, usable** and **feasible**.

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 wider BBC objectives
- Use analytics and audience research to uncover and investigate user behaviour; to establish insight into product performance and to use this data to drive ideas, features and product improvements.
- Monitor, summarise and report analytics and feedback from the user base or audience to measure performance of the product
- Continuous improvement of the product, identifying and prioritising enhancements, communicating them to the business as required
- Work with the stakeholders, key members of technical staff and within governance groups to understand business needs and drivers and confirm objectives and priorities
- Lead requirements gathering sessions with stakeholders and manage change in relation to specified requirements, looking to uncover deeper, strategic needs and opportunities
- Build and maintain a product roadmap and backlog consistent with the BBC's wider digital strategy and product portfolio
- As a product moves from discovery to definition, work with engineering teams to create an appropriate execution strategy.
- 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
- During build, optimise the product for the needs of the business, bringing together user experience, business and technology.
- Develop relationships with pan-BBC and external stakeholders, delivery partners and suppliers as well as with peer to peer and more senior internal stakeholders
- 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

Knowledge, skills, training and experience

Essential

- Expert 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
- 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 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
- 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
- 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
- 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 3rd 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. Post holder has the authority to procure additional resources when required

JOB DESCRIPTION



Line Management: 0 - 20 direct reports

Ad-hoc Teams: Leads multi-discipline ad-hoc teams of between 0 - 40 members

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.

