JOB DESCRIPTION

BBC

Job title	Senior Product Manager		
Job family	Technology, Systems & Delivery	Proposed band	D

Job purpose

The Senior Product Manager is responsible for defining and implementing a compelling product strategy and vision for one or part of one of the BBC's products or services.

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

He/she works with key editorial, commercial and technical stakeholders to design and deliver the required product, measure its success, leading the prioritisation process and the creation and maintenance of the roadmap.

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

Key responsibilities and accountabilities

- Define and develop a single proposition product strategy for product(s), services or feature areas - based on the strategic vision for the division and wider BBC
- 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
- Excellent understanding and ability to apply industry knowledge, market awareness, audience research and analytics insights to product strategy and planning
- Demonstrable experience of making 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
- 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 or Executive Product Manager or software engineering manager
- Define and development of a single proposition product strategy for product(s) or feature areas, approves product commencement
- Makes decision relating to end to end product delivery
- May require some high level input from Head of Product on more complex business issues or conversations
- Clear set of stakeholders
- Influencing senior level stakeholder
- Required to negotiate with and manage 3rd party suppliers
- Profile limited to distinct area of BBC output
- Reputational risk externally however unlikely to be long term impact
- Required to communicate 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*

Line Management: *0 - 5 direct reports*

Ad-hoc Teams: *Participate in ad-hoc teams of between 0 and 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.

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Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

Division	Voice
Reports to (title)	Executive Product Manager
Location base	Glasgow

Additional job specific responsibilities and accountabilities
Introduction Voice and Conversational User Interfaces are the new frontier in interaction with internet services. From Alexa to Siri, Google Assistant to Cortana, the way we interact with the internet is changing, and fast. Assistants are rapidly becoming a part of everyday life for millions of our consumers and are now the fastest growing medium for interaction with the internet across the country. Our mission within the newly formed BBC Voice and Conversational Interfaces team is to shape interaction with the BBC at both an audience and organisational level through these assistants, and pioneer new formats and technology that bring the BBC to life in an artificial intelligence first world. It's exciting stuff. BBC Voice is building a new and swiftly growing multi-disciplinary team in the BBC's Scottish headquarters in Glasgow. The aim is to build a national centre of excellence with specific expertise in this rapidly growing and evolving area of engineering. You will be based in Pacific Quay, the BBC's flagship site situated just outside Glasgow on the River Clyde, opposite the SECC and next to the Science Centre. The Senior Product Manager ensures that the BBC creates the most compelling products possible within a given field, sector or technology. In this case, you'll be working with our product and editorial teams from across the business to build the BBC's content offering and interaction model to all 3rd party voice assistants, in addition to working with our platform colleagues to develop the technology platforms that will power the BBC as we evolve in to an AI first digital world. Creating insight to drive BBC priorities and performance is critical – an SPM 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 SPM has three key responsibilities: assessing product opportunities derived from an understanding of business strategy, defining the product to be built to deliver the maximum return on investment, 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 of backlog items and the creation and maintenance of the roadmap for their respective product. He/she works with the technical team to create a product that delights and entertains our audience, is useful, usable and feasible.

Responsibilities

- The Senior Product Manager will work at the heart of a multi discipline team on the shaping and delivery of a range of audience-facing products and product capabilities and services.
- To develop and deliver on the product vision for a set of products and services in line with the department's strategy and objectives.
- To own the full product lifecycle of a set of products and services – including mature products, recent launches and emerging ideas.
- To lead the impact analysis on and prioritisation of effort on a set of products and services.
- To be a voice for our users – ensuring that their needs and abilities are at the heart of our propositions.
- To work closely with stakeholders to develop a shared product and content strategy and drive the product direction against it.
- To develop relationships with third parties to enable the delivery of full products or elements of our products and services.
- To build relationships with other areas of the BBC key to the successful delivery of our products and services
- To actively contribute to the development of product management best practice and the department's collaborative culture.

The Ideal Candidate

- Has demonstrable experience of product management of digital products – including product lifecycle management, roadmap definition, product shaping and prioritisation.
- Has worked in software development and has, ideally, an understanding of app development and app product lifecycles.
- Is a team player comfortable working in a multi-disciplinary team.
- Can use data and a build - measure - learn approach to drive product development and decision-making.
- Is comfortable working with and communicating to senior stakeholders.
- Has experience of building and managing relationships with third parties.