

<b>Job title</b>	<b>Product Manager</b>		
<b>Job family</b>	<b>Technology, Systems &amp; Delivery</b>	<b>Band</b>	<b>D</b>

**Job purpose**

The Product Manager is responsible for implementing the product strategy for a segment 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.

The role 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.

The post-holder works with the 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 a product, service or feature area - based on the strategic vision for the division and wider BBC.
- 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.
- 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 stakeholders, key technical staff and within governance groups to understand business needs and drivers, and confirm objectives and priorities.
- 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 delivery 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 colleagues and senior internal stakeholders.
- Propose, agree and work within product budget. Develop and maintain business case in support of product(s).
- Contribute to contracts with vendors.

**Knowledge, skills, training and experience**

**Essential**

- Ability to apply industry knowledge, market awareness, audience research and analytics insights to product strategy and planning.
- Previous experience of making product decisions and creating a compelling vision based on research, usage data or predictions of either.
- Ability to understand and prioritise the needs of the product’s users – such as audience members; internal business systems users; or production teams.
- Previous experience of product development and product life-cycle management including an understanding of agile methodology.
- Ability to plan and forecast a small product budget and deliver within that budget.
- An understanding of the relevant technologies and practices (e.g. client and server-side technologies; new media technologies and platforms; project management - especially agile); software engineering processes (or systems equivalent) and practices.
- Experience managing commercial and contractual relationships with third party suppliers and partners.

**Job impact**

**Decision making**

- Responsible for the prioritisation of product improvements within a segment....
- Responsible for the planning and organisation of a small discrete single proposition product including the specification of support required from specialist services.

Provides recommendations and advice to stakeholders and decision makers on the potential application of and the marketing of the product.

**Scope**

Finance: Manages product development within budget.

Line Management: No line management responsibility.

Ad-hoc Teams: Collaboration with Business Analyst(s), and other Product Managers in order to communicate cross-product requirements and dependencies (teams up to 20 people)

**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.*