

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

**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 3<sup>rd</sup> 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*

<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

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.

#### **Additional job specific responsibilities and accountabilities**

- The Senior Product Manager will work at the heart of a multi discipline team on the shaping and delivery of a range of improvements for our Bitesize product, with the ability to take on work to deliver product capabilities and services beyond this remit when required.
- 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 understand their requirements and priorities, in order to develop a shared product and content strategy and drive the product direction against it.
- 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
- You enjoy working collaboratively, dare to think big and have the pragmatism to achieve it. You also have experience in:
  - Product management in an agile team on an established product and new product development
  - Audience research, user testing, analytics and experiments
  - Ideas generation and creativity
  - Team and stakeholder management
  - Good presentation, communication and interpersonal skills and proven ability to communicate complex processes at all levels