

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

Job purpose
<p>The Product Manager is responsible for implementing the product strategy for one or part of one of the BBC's products or services.</p> <p>The post holder has three key responsibilities: assessing product opportunities, defining the product to be built, and communicating to stakeholders.</p> <p>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.</p> <p>He/she works with the technical team to create a product that is useful, usable and feasible.</p>

Key responsibilities and accountabilities
<ul style="list-style-type: none"> • 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 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 • 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) • Contribute to contracts with vendors

Knowledge, skills, training and experience
<p>Essential</p> <ul style="list-style-type: none"> • Requires 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 either audience members 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) and software engineering processes and practices
 - Experience managing commercial and contractual relationships with third party suppliers and partners

Job impact

Decision making

- Reports to Head of Product, Executive Product Manager, Senior Product Manager or Engineering Manager
- Responsible for the planning and organisation of a small discrete single proposition product which includes the specification of the support required from specialist services. Provides advice to decision makers on the potential and marketing of the product.
- Or, responsible for planning and organization of a sub product with overall strategic direction lying with Grade 11/10 product manager
- May manage a feature shared by different products across portfolio
- Limited number of stakeholders, influencing product team
- Profile limited to distinct area of BBC
- Potential incubation area for innovation
- Required to communicate complex ideas and/or information to internal and external customers and suppliers

Scope

Finance: Manages product development within budget available

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 0-20 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.

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	BBC Design & Engineering
Reports to (title)	Software Engineering Manager
Location base	White City, London W12

Organisation structure	
<p>The continued success of the BBC online depends on our ability to distribute high quality, cost effective digital audio and video over the Internet.</p> <p>The OTG Media Analytics team develops and operates services that provide near real-time operational views on client device consumption of content, as well as those that measure the effectiveness of our in-house CDN, BIDI, compared against third party CDNs.</p> <p>As a product manager for this team, you'll work together with a motivated group of four to six software engineers to define the roadmap and technology strategy for these services.</p> <p>The insights you'll generate will drive strategic and operational decisions that will improve audience experience and maintain cost effectiveness for products like iPlayer.</p>	

Additional job specific responsibilities and accountabilities

Approval	
Manager	Name and job title
HR Business Partner	Name
Date	