Role profile

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| **Role title** | **Product manager (maternity cover)** |
| **Department and directorate** | **Strategy and insight, product management** |
| **Grade** | **4** |
| **Reports to (job title)** | **Head of product management** |
| **Direct reports (job titles)** | **Marketing executive** |

| **Job overview (purpose of the role)** |
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| *Describe as concisely as possible the overall purpose of the job and what success looks like.* ***Please limit this to a maximum of four or five sentences*** |

The role holder is an expert in the field of product management and is responsible for the development and management of an assigned sub-portfolio of BMA products and services. This includes defining the vision and strategy for the sub-portfolio, being responsible for developing new products and services in line with the overarching product strategy and BMA corporate strategic priorities, and measuring the performance of products and services. It also includes managing strategic partnerships with third parties to deliver products and services to members. Alongside this, he/she is also responsible for administering the product development process, ensuring that the BMA develops the right products and services at the right time and is meeting member needs.

| **Duties and responsibilities** |
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| *What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)*  ***Please provide a bullet point list*** |

* Responsible for developing the strategy and roadmap for an assigned sub-portfolio of products and services, in alignment with overall product management and corporate strategies
* Analyses the competitor landscape to spot emerging opportunities and trends
* Conducts and commissions research with members and non-members to understand needs in relation to products and services
* Identifies opportunities for new product and service development, enhancements to existing products and services, or for remedial action, based on insight from multiple sources and in consultation with stakeholders
* Identifies changes required within the organisation to support the delivery of products and services, and works with stakeholders to implement these changes
* Works with stakeholders (internal and external) and subject matter experts in developing and launching new products and services, ensuring that a collaborative and member-focused approach is followed
* Ensures that new products and services are developed in accordance with the product development process, so that developments are aligned to overarching product management and corporate strategy, follow a creative, collaborative process from ideation to launch and make best use of existing assets
* Responsible for measuring the performance of products and services within assigned sub-portfolio, working with stakeholders to ensure that appropriate measures are in place, that products and services are measured and reported on in an accurate timely manner and that any necessary action is identified and taken in response to insight from the data. Multiple measures will be used, including cost and revenue (where relevant), usage, satisfaction, etc
* Works with stakeholders and subject matter experts to translate the sub-portfolio strategy into operational plans
* Takes a ‘digital first’ approach, identifying, developing and implementing innovative digital solutions to meet member needs
* Ensures that research is translated into user stories and features, and prioritises development features for delivery teams, based on user needs
* Utilises agile methodologies and applies agile principles to all aspects of product management
* Responsible for the testing of new products and services to ensure they are best suited to member needs
* Responsible for approving new products and product enhancements for launch
* Identifies opportunities for developing strategic partnerships to deliver products and services to members
* Responsible for managing strategic partnerships with other providers in order to deliver products and services to members
* Any other duties as required

| **Skill (level and breadth of application)** |
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| *What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?*  *How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people’s IT problems, collecting information on key research items or advising members on a particular issue.* |

* Role holder is an expert in product management and must have proven product management experience (managing products through all parts of the lifecycle)
* Role holder is expected to develop in-depth expertise and insight into their assigned sub-portfolio of products and services, and to be a champion for products and services and product management processes across the association
* Educated to degree level and with a relevant qualification / qualified by relevant experience
* Awareness and understanding of current product management and digital trends
* Digital experience (developing, launching and managing digital products)
* Experience of working with agile methodologies including taking a user-centred approach to development, translating research into user stories, prioritising features, defining MVPs and acceptance criteria
* Experience of working with multiple business functions and of leading cross-functional teams
* Ability to work in a fast-paced, evolving environment
* The role will require change management skills to lead and champion new ways of working across the association
* Analytical and data skills, including experience of using data to inform product development
* Commercial experience and commercial acumen
* Excellent interpersonal skills, especially collaboration, leadership and influencing
* Excellent problem-solving skills, including thinking creatively to resolve issues
* Excellent organisational skills including the ability to manage and prioritise multiple tasks
* Self-starter who understands how to effectively deal with ambiguity and changing priorities
* Good attention to detail and driven to produce high quality work
* Excellent written and oral communications
* Project management experience

| **Intellectual demands (complexity and challenge)** |
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| *What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?*  *To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).* |

* Assimilates multiple sources of information including user feedback, channel analytics, research reports, market trends and data, to identify and establish a vision and strategy for each product and service and for the overall sub-portfolio, in alignment with overarching product management and corporate strategies
* Responsible for developing and executing a roadmap and strategy for assigned sub-portfolio of products and services, ensuring that it is aligned to overarching product management and corporate strategies, as well as optimising member recruitment and retention
* Is able to identify and understand a problem and has the knowledge and capability to help define and implement the appropriate solution
* The problems the role holder encounters are likely to be new problems for the association and ones that will require the role holder to identify and implement novel solutions and ways of working across the organisation
* The role holder must be able to think both strategically (e.g. in devising vision and strategy for sub-portfolio) and tactically (e.g. in identifying solutions to problems)
* The role holder will operate within a matrix environment, including leading and influencing others and driving change, without having direct authority
* Conducts and commissions research with members and non-members to understand needs in relation to products and services, distilling research findings into tangible insight to inform product and service development
* Identifies opportunities for new product and service development, enhancements to existing products and services, or for remedial action, based on insight from multiple sources and in consultation with stakeholders and subject matter experts
* Identifies opportunities for developing strategic relationships with third parties to deliver products and services then takes the lead, working with colleagues in Finance and Legal, on tendering, selecting suppliers and on negotiating contract terms
* Understands the different phases of the product lifecycle and is able to manage a product or service through these different phases

| **Judgement (independence and level and impact limitations)** |
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| *What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?*  *Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?* |

* Champions own sub-portfolio of products and services, including providing product training and support to member-facing staff
* Champions product management, digital principles and innovation
* Leads the development and improvement of products and services based on insight, knowledge and analysis of future trends and developments
* Managing the delivery of new products and services will require making decisions that impact on internal and external stakeholders, and implementing changes to processes across the association
* Is required to provide expert advice and support to staff across the association on the product development processes
* Promotes collaborative working and co-creation, working with stakeholders, subject matter experts, members and elected members to optimise products and services
* Embeds a member (user) first approach to all product and service development, ensuring that product development is based on insight and research and that members are involved throughout the product development process
* Prioritises development features for delivery teams, based on user needs
* Leads the testing of new products and services and enhancements, including testing with members
* Works on multiple projects at once and it required to balance varied and sometimes competing priorities
* Reports to and is accountable to the head of product management, and is responsible for keeping the head of product management and other key stakeholders informed of the status of projects, flagging risks and issues in a timely manner

| **Use of resources (supervision of resources and influence)** |
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| *What responsibility is there for managing people, equipment, budgets, resources, customer’s welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.*  *How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?* |

* Role holder reports to the head of product management who is accountable for the overarching product strategy and roadmap, and ensuring its alignment to corporate strategy, and product development processes
* Role holder is required to interact with all levels and across all areas of the organisation, including leading cross-functional teams without having direct authority
* Responsible for all aspects of the line management of a marketing executive
* Responsible for investigating and identifying opportunities for developing strategic partnerships with external organisations in order to deliver products and services to members.
* Responsible for developing and managing strategic relationships, including negotiating with third parties on contract terms and service standards in relation to the provision or products and services to members
* Responsible for monitoring and reporting on product and service performance (using various metrics)
* May be responsible for monitoring and reporting on income streams related to products and services
* Responsible for creating business cases to secure funds for product and service development
* Role holder is responsible for signing off product and service marketing collateral

| **Communication (level, internal and external demands and significance)** |
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| *What people are typically contacted (regardless of the medium)* ***inside*** *the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*  *Who is in regularly contact with the role holder* ***outside*** *of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*  *What is the purpose of these contacts, eg conveying information, gathering data?* |

* The post-holder will be required to interact with and work collaboratively with key stakeholders at different levels across the association to develop and manage product strategies and roadmaps, and to develop and launch new products and services
* Role requires some interaction with members of the executive team and their heads of function, as well as peers and colleagues from across the organisation
* The role will work directly with members and elected members, especially on the co-creation of new products and services
* The role holder may manage the BMA’s relationship with strategic partners involved in the delivery of products and services to members. This will include being the main point of contact at the BMA for new and existing suppliers, and negotiating contract terms and service delivery standards with them
* Role holder is responsible for keeping the head of product management and other key stakeholders informed of the status of projects, flagging risks and issues in a timely manner
* Role requires daily communication with members of project and delivery teams, and is responsible for prioritising feature development, as part of product development initiatives
* Is required to provide expert advice and support to staff across the association on the product development processes and upon BMA products and services
* Role requires daily communication with marketing teams, and is responsible for signing off product and service marketing collateral
* As a member of the product management team, he/she will work collaboratively with colleagues on the team and the head of product management to set priorities and objectives for the team
* The role holder will also interact with other external organisations to share and learn from others

| **Physical demands & coordination (physical effort and mental strain)** |
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| *Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?* |

Normal coordination of physical demands associated with an office environment, limited requirement to engage in lifting/carrying or other exertion.

| **Working conditions and emotional demands)** |
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| *What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?* |

The job is conducted in BMA House in a normal office environment and it not exposed to hazardous conditions or anti-social behaviour.

| **Values and behaviours** |
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| The post-holder is expected to execute their role in line with our five organisational values.  The following examples illustrate how we are using our values to inform how we act:  We are **leaders** because:  – We strive to always improve  – We take responsibility for our actions  – We collaborate with each other and work as one BMA for the good of our members  – We are proactive and prepared to guide our members and each other  We are **experts** because:  – We understand our members  – We draw on our collective experience and knowledge to solve problems  – We use our insights and research to make decisions  – We provide accurate, credible, relevant and engaging information  – We recognise our strengths and act upon them  We are **committed** because:  – We listen to our members and put them at the heart of everything we do  – We are respectful, inclusive, open and honest with our members and each other  – We approach everything we do with confidence and sensitivity  We are **reliable** because:  – We deliver on what we say we will do  – We are accessible and approachable  – We build trust by being consistent and supportive  – We are positive and decisive whatever the situation  We are **challenging** because:  – We fight, ethically and fearlessly, for the interests of all our members  – We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession |

| **Sign-off** | |
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| Manager: | Date: |
| Role holder: | Date: |