

# Role profile

Role title	Product executive
Department and directorate	Product management, Membership, Member relations
Grade	Grade 6
Reports to (job title)	Product manager
Direct reports (job titles)	N/A

**Job Overview– purpose of the role**

*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 Product executive supports all the Product managers in the team in enhancing the BMA’s member value proposition with the development and delivery of digital tools and services that drive member satisfaction and growth.

The role requires excellent written communication skills, with the ability to produce clear, engaging, and accurate documents tailored to a variety of audiences and formats — including internal reports, member communications, and product documentation. The successful candidate will be confident in analysing and interpreting data to inform decision-making and measure product performance. They must be highly organised, able to manage multiple tasks and projects simultaneously, and take ownership of their workload to meet deadlines and deliver high-quality outputs.

A key part of the role involves monitoring and responding to member feedback, identifying opportunities for improvement, and supporting testing and issue resolution to ensure products and services remain relevant, reliable, and valuable to BMA members.

**Duties and Responsibilities**

*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**

- **Product Development Support:** Assisting the product managers in assessing gaps and development needs for current and future products, gathering customer insights, market research, and competitor analysis to inform product strategy, working in an agile project management framework.
- **Go-to-Market Execution:** Supporting the retention marketing team with the creation of product marketing collateral, campaigns, web content and other promotional activities.
- **Performance Monitoring:** Working with the Business Intelligence team to monitor and report on the performance of products and services using KPIs and analytics and shared with the wider organisation.

### Duties and Responsibilities

- **Documentation & Reporting:** Maintaining product documentation, preparing reports, presentations and content on the intranet, including information about member benefits, product team processes and project updates
- **Product processes:** Advising on and assisting colleagues with the new member benefits development process, monitoring/responding to any product feedback received from members, investigating bugs and adding to the product backlog, or following the commercial partner complaints process, as required.
- **Commercial partnerships:** Administrative support services for managing commercial partnerships including sharing details of BMA events, raising sales orders, running periodic reconciliations to ensure revenue and usage figures are accurate, as well as being the main point of contact for one partner.

### Skill (level and breadth of application)

*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.*

- Experience in product management and / or marketing.
- Some commercial experience and capability.
- Good understanding of product management as a discipline.
- Some experience of market research.
- Ability to work in highly changing environment.

### Intellectual demands (complexity and challenge)

*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).*

- Role holder must be able to work cooperatively and effectively with others in resolving problems and completing tasks.
- Role holder must demonstrate excellent internal and external stakeholder management skills.
- Strong communication skills required as role holder will be required to interact with a range of people.
- Strong written skills and attention to detail required in order to produce content in a variety of formats and ensure accuracy of content.
- Strong confidence in analysing and interpreting data.
- Highly organised and able to manage multiple tasks/projects of varying complexity and timeframes.

### Judgement (independence and level and impact limitations)

*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)?*

- The product executive will work closely with and report to the product managers on a day-to-day basis.
- The role holder must be able to make decisions but know when to refer decisions to the appropriate decision-making authority.
- Ability to set own targets and timeframes for the completion of ongoing projects.
- The role holder is expected to continue to seek to improve products and processes, identifying ideas and solutions.

### Use of resources (supervision of resources and influence)

*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?*

- The product executive is a member of the product management team which sits within the membership team.
- As the work of the team typically involves multiple areas of the association, the role holder is likely to work in a matrix structure with and must be capable of exercising their influence to achieve goals in the absence of purely formal reporting lines.

### Communication (level, internal and external demands and significance)

*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?*

- Frequent daily contact with the product management and strategy and insight team, and the engagement and communications team (especially the audience engagement team).
- Regular contact other colleagues in the member relations directorate.
- Regular contact with other colleagues across the association.
- Regular contact with members and elected members (particularly in relations to conducting research).

### Physical demands & coordination (physical effort and mental strain)

*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 co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion.

### Working conditions and emotional demands)

*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 a normal office environment and is not exposed to hazardous conditions or anti-social behaviour
- The role requires occasional travel to other BMA sites for meetings and may require an overnight stay

### Values and behaviours

The post-holder is expected to execute their role in line with our four organisational values.

The following examples illustrate how we are using our values to inform how we act:

#### **We Campaign, Organise and Represent**

- We win positive changes at work and in wider society
- We are the trusted collective voice of our profession, seeking progress for doctors, medical students, our patients and populations

#### **We are accountable and member-led**

- Our representatives and staff work in partnership for and on behalf of our members
- We are open and democratic

#### **We are expert and trusted**

- We grow professional communities of practice to provide credible information, guidance and support
- We use our influence to champion advancement, innovation and professional development for the benefit of health and society

#### **We find strength in unity and celebrate our diversity**

- We seek to be fair and just, and foster respectful discussion of our differing (potentially conflicting) perspectives and contributions
- We fight prejudice and discrimination of all kinds
- We are committed to creating a culture that is inclusive of all members and staff
- We extend solidarity to each other and other groups

### Sign-off

Manager:

Date:

Role holder:

Date: