**Job Title:**      Senior Product Manager
**Division:**      Government Digital Service (GDS)
**Department:**      Cabinet Office
**Location:**      Aviation House, Holborn, London
**Grade:**      A
**Contract Type:**      2 Year: Fixed Term (for external) / Loan (current civil servants)

## GDS

We are leading the digital transformation of government, making public services digital by default, and simpler, clearer and faster to use.

We work in small, agile teams of developers, designers, content people and others. We build a minimum viable product, then iterate – always asking how we can make things better for users, who are at the centre of everything we do.

We designed, built and run GOV.UK, the best place to find government information and services. It started with a simple alpha but has now received 1 billion visits in the 2 years since going live and transformed millions of people's interactions with government.

But we're not just about websites. We're working with the rest of government to make public services simpler, clearer, faster. We're finding ways to help those without digital skills to share the benefits of digital government. And we're building platforms like GOV.UK Verify – a way to confirm users are who they say they are. This is just some of what we do. You can keep up to date at our GDS blog.

Help us make government better.

## The role

As a Senior Product Manager you will be leading multidisciplinary product teams building products and services to meet users needs. You are expected to be expert in product management as a discipline.

<Specific role description>

**Specialist skills and requirements**
Essential
- Expert in agile ways of working as outlined in the Government Service Design Manual.
- <Add other essential skills here>
Desirable
- Understand the techniques used in user research to gather evidence of user need and behaviour.

- Have a thorough understanding of and be conversant in a variety of disciplines; digital and technology, user research, analysis, user experience design, business and policy.

# Main responsibilities

### Management and leadership of teams

- Lead multidisciplinary teams to run, support and continuously improve live products or services of significant scale, risk or high number of users. They also create new products or services through the [Discovery, Alpha, Beta and Live phases](#) of product development.
- Build a product team from scratch, drawing on the right disciplines at the right time to grow the team whilst developing the product through its phases.
- Provide leadership and direction in their programme's area of product or service, and understand the changing digital landscape and evolving user needs.
- Coach, mentor and line-manage Associate Product Managers and Product Managers.

### Vision, goals and objectives, and direction

- Consider the organisation's mission, vision, priorities and goals when developing a vision for their product or service.
- Own and be responsible for developing and articulating a clear product vision, achievable goals and measurable objectives for product and service development, which are aligned to the goals and objectives of the programme/group.
- Pursue that product vision passionately and articulate it to senior executive level stakeholders of the programme and organisation.
- Evaluate and provide constructive feedback on the organisation's mission, vision, priorities and goals when developing a vision for their product or service.
- Develop and own the product or service roadmap autonomously, regularly iterating this to meet the changing needs of the users, while maintaining its alignment to the overall roadmap of the programme.
- Work with the team to prioritise and manage the product backlog, balancing support and improvement work to ensure the product remains reliable, robust and secure.
- Work with the team and stakeholders to write clear, concise user stories with acceptance criteria and definitions of success.

### Problem-solving and making informed decisions

- Make informed product decisions backed up by using insight from research, data and analytics.
- Work with research specialists to gather, use and share research, to discover and understand the needs of users, and to gain a wider perspective of the landscape surrounding activities and policies.

- Work with analysts to develop meaningful performance measurements and use these to inform improvements to the product or service.
- Coordinate product development with other product teams to minimise risks and remove unnecessary dependencies.
- Have a thorough understanding of and be conversant in a variety of disciplines; digital and technology, user research, analysis, user experience design, business and policy.

**Understanding user needs**

- Understand and champion the needs of users of the product or service.
- Understand and participate in the process of designing and digitising services in a user-centric and evidence-led way.
- Empathise with the needs of users, colleagues and stakeholders, and to balance and prioritise competing needs effectively when required.
- Continually assess data, research, insight from users, analytics and input from the team and stakeholders to keep improving the product or service.
- Assist with the direction and approach of user research and are involved in analysis and review of that research.
- Identify gaps in product understanding and help to plan user research and analytics to address them.

**Working collaboratively and influencing**

- Have strong verbal, written and visual communication skills, that you are able to tailor to the needs of the audience.
- Share knowledge with others by blogging, writing guides, and giving product showcases and talks.
- Collaborate with other product managers to help develop, iterate and improve the product discipline across the organisation.
- Communicate and collaborate with senior and executive level stakeholders internally and externally.
- Identify and develop product principles, practices and processes to allow teams to collaboratively build the right thing, the right way.
- Help the wider Civil Service and other digital teams across government.

**Self-organisation and continuous improvement**

- Be expert in agile ways of working as outlined in the [Government Service Design Manual](#).
- Maintain knowledge of the changing digital and technology landscape and the opportunities they provide to improve the delivery of public services in the UK.
- Identify and develop product principles, practices and processes to allow teams to collaboratively build the right thing, the right way.
- Be involved in the wider product community, blogging and speaking at meetups and conferences.

● Act as a lead assessor on Digital by Default service assessments.


# Civil Service Competencies

In the Civil Service we use our [Competency Framework](#) to outline expected behaviours and we will use these as part of our wider assessment during the interview process.

For this role, the following competencies are the most relevant:

**SETTING DIRECTION**

**Seeing the Big Picture**
● Bring together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding activities and policies.
● Adopt a Government-wide perspective to ensure alignment of activity and policy.

**Changing and Improving**
● Understand and identify the role of technology in public service delivery and policy implementation.
● Analyse and evaluate data from various sources to identify pros and cons and identify risks in order to make well considered decisions.

**Making Effective Decisions**
● Push decision making to the right level within their teams, not allow unnecessary bureaucracy and structure to suppress innovation and delivery.
● Draw together and present reasonable conclusions from a wide range of incomplete and complex evidence and data – able to act or decide even when details are not clear.

**ENGAGING PEOPLE**

**Leading and Communicating**
● Confidently engage with stakeholders and colleagues at all levels to generate commitment to goals.
● Clarify strategies and plans, communicate purpose and direction with clarity and enthusiasm.

**Collaborating and Partnering**
● Actively build and maintain a network of colleagues and contacts to achieve progress on objectives and shared interests.
● Seek constructive outcomes in discussions, challenge assumptions but remain willing to compromise when it is beneficial to progress.

**Building Capability for All**

- Prioritise and role model continuous self learning and development, including leadership, management and people skills.
- Coach and support colleagues to take responsibility for their own development, through giving accountability, varied assignments and on-going feedback.

## DELIVERING RESULTS

### Achieving Commercial Outcomes
- Question and challenge the value being delivered through commercial arrangements with delivery partners.
- Motivate improved performance by suppliers, challenge any gaps between contractual commitments and actual delivery through joint working with commercial /procurement experts.

### Delivering Value for Money
- Understand impacts of financial position in own area and that of the organisation and use insight to curtail or support business and investment activities.
- Weigh up priority and benefits of different actions and activities to consider how to achieve cost effective outcomes.

### Managing a Quality Service
- Exemplify positive customer service behaviours and promote a culture focused on ensuring customer needs are met.
- Ensure the service offer thoroughly considers customers' needs and a broad range of available methods to meet this, including new technology where relevant.

### Delivering at Pace
- Clarify business priorities, roles and responsibilities and secure individual and team ownership.
- Act as a role model in supporting and energising teams to build confidence in their ability to deliver outcomes.