

Job Title: Lead 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 Lead Product Manager you will be providing product leadership and direction across a programme of multidisciplinary product teams building products and services to meet users' needs.

<Specific role description>

Specialist skills and requirements

- Expert in agile ways of working as outlined in the [Government Service Design Manual](#).
- 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.

- Adept at assessing products or services and giving constructive feedback and guidance on improvements.
- Experienced coach, mentor and line manager for product managers of varying levels of experience.

Main responsibilities

Management and leadership of teams

- Provide management, leadership and direction across a programme of multidisciplinary product teams in running, supporting and continuously improving multiple live products and services.
- Own and be responsible for developing and articulating a clear vision, achievable goals and measurable objectives for a programme or group, which are aligned to the goals and objectives of the organisation.
- Own and manage the programme's product team budget.
- Share responsibility with the Head of Product & Service Management Community for recruitment decisions within the programme's product teams.
- Coach, mentor and line-manage Product Managers and Senior Product Managers.

Vision, goals and objectives, and direction

- Consider the organisation's mission, vision, priorities and goals when developing a vision for their programme of products and services.
- Own and be responsible for developing and articulating a clear vision, achievable goals and measurable objectives for the programme, which are aligned to the goals and objectives of the organisation.
- Passionately pursue that product vision and clearly articulate it to the programme, groups and organisation, including executive level stakeholders and partnering organisations.
- Develop and own the product and service roadmap for a programme in collaboration with all product teams. They regularly iterate this to meet changing needs, while maintaining alignment to the programme and organisation's vision.
- Own the overall prioritisation of a programme's product development, ensuring a balance of support and improvement work so that the products and services remain reliable, robust and secure, and continually improve.
- Act as a point of escalation for all priority product decisions throughout a programme.
- Manage relationships with strategic suppliers to ensure they actively collaborate to advance the development of the product and services.

Problem-solving and making informed decisions

- 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.
- Make informed product decisions backed up by using insight from research, data and analytics.
- 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.
- Communicate priorities and progress to senior stakeholders and users of the products and services.
- Work with the policy and engagement teams to include government stakeholders in the product and service planning process.

Understanding user needs

- Understand the needs of users and how they relate across the portfolio of products and services and are able to identify improvements to increase efficiencies or reduce costs.
- Empathise with the needs of users, colleagues and stakeholders, and to balance and prioritise competing needs effectively when required.
- Identify gaps in product understanding and help to plan user research and analytics to address them.
- Be involved in the analysis and review of user research.
- Understand and participate in the process of designing and digitising services in a user-centric and evidence-led way.

Working collaboratively and influencing

- Coordinate product development with other programmes, discipline leads and product teams across the organisation.
- Represent the product discipline at a senior level within a programme, helping to set direction and provide strong, decisive and visible product leadership.
- Lead and facilitate collaborative sessions with senior product stakeholders across the organisation.
- Lead externally through collaboration with partner organisations, blogging and speaking at conferences and public events.
- Work with the programme delivery manager to communicate priorities and progress to senior stakeholders and users of the products and services.
- Work with the policy and engagement teams to include government stakeholders in the product and service planning process.
- Help and support the wider Civil Service and other digital teams across government.

Self-organisation and continuous improvement

- Represent the product discipline at a senior level within the programme, helping to set direction and provide strong, decisive and visible product leadership.
- Own, iterate and promote product principles, practices and processes to allow collaboration and consistency across the programme.
- They coach and mentor other members of the product community, identifying learning and development opportunities for individuals and teams.
- Be involved in the wider product community, blogging and speaking at meetups and conferences and learning from other colleagues and organisations.
- Maintain knowledge of the changing digital and technology landscape and the opportunities they provide to improve the delivery of public services in the UK.
- Act as a lead assessor on Digital by Default service assessments. Support and encourage other product managers to do the same.

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.
- Ensures relevant issues relating to their activity/policy area are effectively fed into strategy and big picture considerations.

Changing and Improving

- Understand and identify the role of technology in public service delivery and policy implementation.
- Provide constructive challenge to senior management on change proposals which will affect own business area.

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

- Be visible to staff and stakeholders and regularly undertake activities to engage and build trust with people involved in area of work.
- Lead by example, communicate in a truthful, straightforward manner with integrity, impartiality and promoting a working environment that supports the Civil Service values and code.

Collaborating and Partnering

- Actively build and maintain a network of colleagues and contacts to achieve progress on objectives and shared interests.
- Encourage contributions and involvement from a broad and diverse range of staff by being visible and accessible.

Building Capability for All

- Ensure that individual and organisational learning and talent development opportunities are fully exploited in order to enhance organisational capability.
- Identify capability requirements needed to deliver future team objectives and support teams to succeed in delivering to meet those needs.

DELIVERING RESULTS

Achieving Commercial Outcomes

- Interact confidently and effectively as an intelligent and highly credible customer with counterparts from the commercial delivery organisations and commercial experts.
- Question and challenge the value being delivered through commercial arrangements with delivery partners.

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.
- Get the best out of people by giving enthusiastic and encouraging messages about priorities, objectives and expectations.