**Product Manager**

You will be responsible for the delivery, on-going success and continuous improvement of one or more digital products and/or platforms. You will:

* Lead one or more multi disciplinary agile delivery teams to deliver excellent new products and/or iterations to existing products to meet user needs.
* Gather user requirements based on a communicable understanding of diverse audience groups
* Define and get user buy in for product definition and delivery approach.
* Create effective, prioritised product descriptions and delivery plans to meet user needs in a cost effective way
* Interpret user research in order to make the correct product decisions, noting that users do not always know what they want
* Keep continually abreast of changes to user habits, preferences and behaviours across various digital platforms and their implications for successful delivery of government digital services
* Underpin the delivery and iteration of digital services through effective analysis of qualitative and quantitative user data
* Disseminate an understanding of the digital marketplace, including best practice, costs, suppliers, methodologies and skills to both internal and external stakeholders
* Communicate credibly with a wide range of digital delivery disciplines and talent both internally and externally
* Be actively involved across partner and user communities to promote the department’s principles and foster a collaborative approach to solution delivery and engagement.

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###### **PERSON SPECIFICATION - COMPETENCES/SKILLS REQUIRED**

**Setting Direction – Changing and Improving**

**Essential**

* Encourage a culture of innovation focused on adding value – give people space to think creatively
* Effectively capture, utilise and share customer insight and views from a diverse range of stakeholders to ensure better policy and delivery
* Spot warning signs of things going wrong and provide a decisive response to significant delivery challenges

**Setting Direction – Seeing the Big Picture**

**Essential**

* Bring together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding activities and policies

**Setting Direction – Making Effective Decisions**

**Essential**

* Push decision making to the right level within their teams, not allow unnecessary bureaucracy and structure to suppress innovation and delivery.

**Engaging People – Leading and Communicating**

**Essential**

* Confidently engage with stakeholders and colleagues at all levels to generate commitment to goals

**Engaging People – Collaborating and Partnering**

**Essential**

* Actively involve partners to deliver a business outcome through collaboration that achieves better results for citizens
* Effectively manage team dynamics when working across Departmental and other boundaries.

**Engaging People – Building Capability for All**

**Essential**

* Ensure that individual and organisational learning and talent development opportunities are fully exploited in order to enhance organisational capability

**Delivering Results – Managing a Quality Service**

**Essential**

* Work effectively with different organisations such as private sector and voluntary groups (in tandem with commercial experts) to commission and source solutions to achieve policy and organisational goals
* Interact confidently and effectively as an intelligent and highly credible customer with counterparts from the commercial delivery organisations and commercial experts

**Delivering Results – Delivering at Pace**

**Essential**

* Clarify business priorities, roles and responsibilities and secure individual and team ownership

**Specialist Skills / Expertise**

**Essential**

* Have been responsible for delivery and ongoing management of high quality, digital products.