

Skills and quality; Relationships and engagement; Sales and marketing; Product management PROD

Description

The active management of products or services throughout their lifecycle (inception through to retirement) in order to address market opportunities and customer/user needs and generate the greatest possible value for the business. The adoption and adaptation of product development models based on the context of the work and selecting appropriately from predictive (plan-driven) approaches or adaptive (iterative/agile) approaches.

Level 6

Creates the product lifecycle management framework for internal and external customers and users. Champions the importance and value of product management principles and appropriate product development models whether predictive (plan-driven) approaches or more adaptive (iterative/agile) approaches. Aligns the product management objectives with business objectives, and authorises the selection and planning of all product management activities. Initiates creation of new products. Oversees the organisation's suite of products and accountable for delivery of customer value and/or user satisfaction over time. Identifies how new products may create new opportunities and how to adapt existing products to create new opportunities.

Level 5

Manages the full product lifecycle to ensure that, over time, the needs of customers/users continue to be met and that financial and other benefits are achieved. Acts as owner/champion for one or more products or services. Selects, adopts and adapts appropriate product development methods, tools, and techniques selecting appropriately from predictive (plan-driven) approaches or adaptive (iterative/agile) approaches. Analyses market and/or user research, feedback, expert opinion and usage data to understand needs and opportunities. Develops product propositions and determines product positioning and variants for different customer and user segments. Prioritises product requirements and owns the product backlog. Coordinates trials and product launches and supports communications and training. Anticipates changes in customer/user needs; adapts products, and creates product retirement and transitioning plans.

Level 4

Manages aspects of the product lifecycle enabling the product to meet the needs of customers/users and achieve financial or other targets. Acts as product owner for one or more lower-value products or services; prioritises product requirements and owns a product backlog. Analyses market and/or user research, feedback, expert opinion and usage data to understand needs and opportunities. Facilitates uptake of products by planning development of product collateral, supporting and evaluating campaigns, and monitoring product performance. Rolls out product trials and product launches.

Level 3

Applies standard techniques and tools to carry out analysis and performance monitoring activities for specified products. Supports problem resolution, resolves issues and acts on feedback and usage of in-life products. Creates product collateral and monitors results and feedback from product campaigns.