

LONDON BOROUGH OF LEWISHAM

JOB DESCRIPTION

Designation:	Product Manager	Grade:	PO6
Reports to (Designation):	Lead Product Manager	Grade:	PO8
Directorate:	Corporate Resources	Section:	IT & Digital Services

Main Purpose of the job:

As Product Manager at Lewisham Council, you will lead the development of new and improved digital products to meet the needs of our residents, businesses and staff. Own the product roadmap, vision and strategy for several products, using data to help prioritize the backlog of requirements for a multi-disciplinary software development team.

Summary of Responsibilities and Personal Duties:

As Product Manager, you will:

- Own and be responsible for several digital products, developing and articulating a clear vision and achievable goals, developing and iterating the product strategy and roadmap.
- Lead multidisciplinary product teams towards our product vision, by continuously iterating the services and products to meet user need.
- Work with the Product Designers and Software Developers to define and build new services which are usable and accessible.
- Lead engagement with stakeholders, users and partner organisations, by running demos and facilitating workshops, to develop a clear product backlog of requirements for the development team.
- Define and measure the success of products, including key metrics such as cost, customer satisfaction and completion metrics.
- Responsible for creating test plans and leading the testing and sign off for your products.
- Establish an operational support model for your products, working with the development team and business leads.
- Ownership of the end-to-end product lifecycle for each of your products, considering launch and uptake, through to retirement and migration of services, to maintain a lean technology estate. Act to reduce technical debt.
- Maintain knowledge of the changing digital and technology landscape and the opportunities they provide to improve the delivery of public services in the UK.
- Mentor and support stakeholders across the council in agile ways of working.
- Mentor and support the Associate Product Manager in product management skills.
- Abilities aligned to the **Central Digital and Data Office, Cabinet Office, skills and experience criteria:**
- **Agile working.** You can identify and compare the best processes or delivery methods to use, including measuring and evaluating outcomes. You know how to help the team to decide the best approach. You can help teams to manage and visualise outcomes, prioritise work and work to agreed minimum viable product (MVP), print and scope. (Relevant skill level: practitioner)
- **DDaT perspective.** You can demonstrate a working understanding of design, technology and data principles. You understand the variety and complexity of users' digital needs and how the product will meet those needs. You know about assisted digital support and can explain why it's

important. You can design services and make decisions to meet users needs. (Relevant skill level: working)

- **Experience of working within constraints.** You can identify constraints and can communicate about these and work within them. You know how to challenge the validity of constraints. You can ensure standards are being met. (Relevant skill level: working)
- **Financial ownership.** You understand the marketplace, realising the benefit and persuading others that a product is the right one to use. You know how to integrate a product with other services. You can ensure that products get used. You can realise benefits by linking work in progress back to the business case. You can build business cases based on user needs. (Relevant skill level: practitioner)
- **Life-cycle perspective.** You recognise when to move from one stage of a product life cycle to another. You can ensure the team is working towards the appropriate service standards for the relevant phase. You can manage delivery products and services at different phases. (Relevant skill level: working)
- **Operational management.** You know how to design operational processes for the running and maintenance of products or services throughout their product life cycle. You can redesign operational processes, amend existing processes, and plan and put into operation the stages of a new product or service development. You can act as the escalation point for operational issues and can fix complex operational issues. You know how to overcome operational constraints to deliver a successful product or service. You can work closely with operational delivery teams in digital, data and technology (DDaT). (Relevant skill level: practitioner)
- **Problem ownership.** You know how to ensure that the right actions are taken to investigate, resolve and anticipate problems. You can coordinate the team to investigate problems and implement solutions and preventative measures. (Relevant skill level: practitioner)
- **Product ownership.** You know how to apply tools, terms and concepts in a variety of ways. You can be flexible, consider new ways of working and adapt to change. (Relevant skill level: practitioner)
- **Strategic ownership.** You know how to get buy-in from the organisation. You can work with scant information and explain it in abstract terms. You can develop a strategy. (Relevant skill level: practitioner)
- **User focus.** You know how to collaborate with user researchers and can represent users internally. You understand the difference between user needs and the desires of the user. You can champion user research to focus on all users. You can prioritise and define approaches to understand the user story, guiding others in doing so. You can offer recommendations on the best tools and methods to be used. (Relevant skill level: practitioner)

Internal contacts: These include Members, Executive Directors, Directors, Service Group Managers and other staff across the Council as appropriate

External contacts: These will include 3rd party suppliers currently working with Lewisham, other IT suppliers, Government departments, other Public Sector organisations

To carry out the duties of the post with due regard to the Council's relevant policies, codes and procedures.

To carry out duties with due regard to the Council's values and behaviours

All employees are required to participate in Appraisal and Performance Management processes and to undertake appropriate training and development, including mandatory induction training, identified to enhance their work.

Undertake other duties, commensurate with the grade, as may reasonably be required.

Consideration will be given to restructuring the duties of this post for a disabled postholder

THIS JOB DESCRIPTION MAY NEED TO BE AMENDED BY THE DIRECTORATE TO MEET
THE CHANGING NEEDS OF THE SERVICE.

Number of fully managed staff: 0

Title:	Grade	No of posts
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Number of partially managed staff: 0

Title:	Grade	No of posts
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PERSON SPECIFICATION

JOB TITLE: **Product Manager**

POST NO: 52991

DIRECTORATE: **Corporate Resources**

GRADE: PO6

Note to Candidates

The Person Specification is a picture of the skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the shortlisting and interview process for this post.

Those categories marked 'S' will be used especially for the purpose of shortlisting.

If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

CATEGORY	ESSENTIAL REQUIREMENTS 'S'
<u>Equality & Diversity</u> Awareness of and a commitment to Equality of Access and Opportunity in a diverse community Understanding of how equality and diversity relates to this post	
<u>Knowledge and Experience</u> Experience of managing multiple digital products, creating a product vision and goals and leading a development team towards these goals. Strong knowledge of the IT industry/technology solutions to manage and support the provision of digital solutions across the Council Excellent understanding and experience of gathering and clarifying business requirements Excellent understanding and experience of managing the delivery of digital solutions to agreed business specifications Experience of managing 3rd party IT and service suppliers Experience of building, planning and managing project and department budgets. Solid operational understanding and experience of working within a Local Authority commercial environment Demonstrable understanding of the role and significance of digital solutions in the wider business operations Excellent experience of stakeholder management to a Executive level	S S S S S

Experience of dealing with multiple concurrent issues and the ability to prioritise appropriately in line with commercial and business priorities Experience of networking/forming and sustaining relationships across the Council and with external partners Strong understanding of technology requirements and good awareness of key trends and developments in the IT industry and potential commercial and operational implications Familiarity with Government frameworks and associated framework approaches and strategies Experience of project procurement and working with many stakeholders	
<u>General Education</u> Educated to degree level or equivalent, with evidence of continuous professional or managerial development Certified Scrum Product Owner (CSPO) – Desirable. Certified Scrum Master (CSM) – Desirable. Microsoft Power Platform Functional Consultant – Desirable.	S
Skills and Aptitude Ability to work with multi-disciplinary teams Ability to communicate and generate understanding on technical issues for non-technical stakeholders Able to think, plan and act strategically and develop creative and innovative solutions to complex issues. Able to establish positive relationships with senior managers that generate mutual confidence and respect. Ability to build effective teams and relationships and achieve results through others. Ability to develop influential relationships with internal and external customers and partners at a senior level Able to assess and evaluate risk Ability to prioritise and delegate multiple work streams and monitor progress in a timely manner Highly developed and effective communication skills – oral, written and presentational. Able to analyse data, identify recurring problems and implement change that delivers service improvements	S S
Personal Qualities	

Resilient and positive attitude A strong and motivated leader with energy and credibility who commands the confidence of Senior managers, employees, partners and stakeholders. Able to motivate teams to deliver consistent results, meet objectives and deliver new ways of working. Assertive and leads by example, achieve successful outcomes and able to act firmly and decisively. Customer focused Able to act corporately and collaboratively. Inclusive and supportive team player. A strong commitment to probity, honesty and openness, treating people consistently, fairly and with respect.	
<u>Circumstances</u> Able to attend meetings in the evening and, on occasions, work outside and beyond the normal office hours to ensure deadlines and business objectives are achieved	

DBS Disclosure Required?

No

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Basic

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Enhanced

☐

(Tick as appropriate – guidance available from your HR Advisor)

Physical

Generally candidates must meet the standard Lewisham requirements for the post