JOB DESCRIPTION

Designation: Lead Product Manager   Grade: PO8

Reports to   Head of Digital Product and   Grade: SMG3
(Designation):   Development

Directorate: Corporate Resources   Section: IT & Digital Services

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Main Purpose of the job:

As Lead 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 the product, using data to help prioritize the backlog of requirements for a multi-disciplinary software development team.

Lead a team of product managers, providing support, training and coaching. You will lead the overall roadmap of digital services across the council. Accountable for the overall product strategy, objectives and successful operation of all digital services.

As Lead 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.
- 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. Ensure each member of the Product team is tracking and reporting their Objectives and Key Results (OKR).
- Lead a team of product managers – coach and train them in product ownership and create a development pathway for the team.
- Build a roadmap of products across your domain and team, to provide visibility of when outcomes will be achieved.
- Work with the Lead Product Designer and Software Development Manager to define a joined up roadmap of activity, including the team ways of working and processes.
- Own and develop the Product Strategy across all digital services, ensuring our staff and customers use the most modern, secure and stable technology.
- Accountable for approval of new digital service business cases, ensuring capital and revenue investment is directed to the correct opportunities, delivering a return on investment.
- Accountable for overall reporting the success metrics and delivery of the digital services portfolio, up to Executive Director level.
- Responsible for the successful operations and uptime of the digital service portfolio. Put in place operational support for new digital services, working with the Software Development Manager and the business leads.
- 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.

Skills needed for this role:

- **Agile working**. You know how to coach and lead teams in Agile and Lean practices, determining the right approach for the team to take and evaluating this through the life of a project. You can think of new and innovative ways of working to achieve the right outcomes. You are able to act as a recognised expert and advocate for the approaches, continuously reflecting and challenging the team. (Relevant skill level: expert)
- **DDaT perspective**. You can demonstrate an advanced understanding of design, technology and data principles. You know how to identify and implement solutions for assisted digital. You can apply knowledge to work with other job families. (Relevant skill level: practitioner)
- **Experience of working within constraints**. You can work with and challenge senior stakeholders. You know how to prioritise and mitigate constraints and can turn them into an advantage. You can adapt the approach depending on the constraints. (Relevant skill level: practitioner)
- **Financial ownership**. You understand the marketplace, realising the benefit and persuading others that a product is the right one to use. You can integrate a product with other services. You can ensure that products get used. You know how to 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 know how to successfully lead teams through the full product life cycle. You can identify which tools and techniques should be used at each stage. You can develop sustainable support models. You can identify and deal with potential risks across or between all stages of the product life cycle. You know how to coach others. You can contribute to the assessment of other teams, providing guidance and support as they move through the stages of the product life cycle. (Relevant skill level: expert)
- **Operational management**. You keep abreast of industry best practice and can cascade ways of working. You know how to make operations efficient. You can act as the escalation point for major operational issues and champion operational management across the community. You can work closely with leaders of operational delivery teams in digital, data and technology (DDaT). (Relevant skill level: expert)
- **Problem ownership**. You know how to anticipate problems and how to defend against them at the right time. You understand how the problem fits into the larger picture. You can articulate the problem and help others to do it. You know how to build problem-solving capabilities in others. (Relevant skill level: expert)
- **Product ownership**. You can start to define and create approaches. You know how to coach others. You can implement new ways of working. You are aware of what other sectors are doing. You understand what is most important and applicable. (Relevant skill level: expert)
- **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 give direction on which tools or methods to use. You are experienced in meeting the needs of users across a variety of channels. You can bring insight and expertise in how user needs have changed over time to ensure these are met by the business. You know how to apply strategic thinking in how to provide the best service for the end user. (Relevant skill level: expert)

Responsibilities aligned to the Central Digital and Data Office, Cabinet Office, skills and experience criteria.

Additionally:

- Comply with our legal responsibilities under the General Data Protection Regulation (GDPR), Freedom of Information Act, Environmental Information Regulations and the Privacy and Electronic Regulations and Information Security Standards.

- Carry out the Council's environmental policy within the day to day activities of the post
- Deputise for the Head of Digital Product and Development as required and undertake any other duties commensurate with the general level of responsibility of this post.

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

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

Number of fully managed staff: 4

Title: Product Manager   Grade: PO6   No of posts: 3
Title: Associate Product Manager   Grade: PO3   No of posts: 1

Number of partially managed staff: 1

JOB TITLE: **Lead Product Manager**
POST NO:

DIRECTORATE: **Corporate Resources**   **GRADE:** PO8

<u>Note to Candidates</u>
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.

NOTICE FOR THE MANAGER

You do not have to use all of the categories; they are included to provide guidance to you. However, it should be noted that under normal circumstances. It is usually only knowledge, experience and an awareness of Equal Opportunities issues which can be measured from the Application Form.

CATEGORY	ESSENTIAL REQUIREMENTS 'S'
<u>Equal Opportunities</u> To demonstrate commitment to the principles of equality and diversity in employment and service delivery.	S
<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.	S
Experience of managing a team of product managers and building a training programme for product ownership.	S
Experience of creating a roadmap for a portfolio of digital services.	S
Strong knowledge of the IT industry/technology solutions to manage and support the provision of digital solutions across the Council	S S
Excellent understanding and experience of gathering and clarifying business requirements	S
Excellent understanding and experience of managing the delivery of digital solutions to agreed business specifications	S
Experience of managing 3rd party IT and service suppliers	

Experience of building, planning and managing project and department budgets.	**S**
Solid operational understanding and experience of working within a Local Authority commercial environment	**S**
Demonstrable understanding of the role and significance of digital solutions in the wider business operations	**S**
Excellent experience of stakeholder management to a Executive level	**S**
Experience of dealing with multiple concurrent issues and the ability to prioritise appropriately in line with commercial and business priorities	**S**
Experience of networking/forming and sustaining relationships across the Council and with external partners	**S**
Strong understanding of technology requirements and good awareness of key trends and developments in the IT industry and potential commercial and operational implications	**S**
Familiarity with Government frameworks and associated framework approaches and strategies	**S**
Experience of project procurement and working with many stakeholders	**S**
Qualifications 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.	
Skills and Abilities 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	
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	
<u>**Physical**</u> 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 requirements.	