### **Job Description**

**Job title:** Digital Product Manager

**Grade:** 9 **Post number:** GLAXXXX

**Directorate:** External Affairs

**Unit:** External Relations

**Job Purpose**

Support the management of London.gov.uk, ensuring that it’s look and feel, functionality and integrations deliver optimum usability, across all devices.

Lead on aspects of improving and creating new website functionality, including effective requirement gathering, story creation, testing, measuring success, reviewing and iterating.

Work with Product Owners and teams throughout City Hall to support and advise on best practise in the development of digital products.

**Principal Accountabilities**

1. Support the Digital Portfolio Manager by taking responsibility for a number of products on London.gov.uk - ensuring they remain available, useable and consistent.
2. Work to improve a number of products on London.gov.uk – ensuring they are responsive to internal and external user’s needs and conform to current and expected trends.
3. Working in a multidisciplinary team, scope, define, deliver, measure, review and iterate new digital products for London.gov.uk.
4. Contribute to the digital roadmap. Work with managers to plan and track the strategic direction of products, projects and resources.
5. Line manage staff responsible for functionality and testing
6. Work with colleagues responsible for user research and analytics to ensure you understand our audience, their needs and how they wish to engage.
7. Provide expert advice and support to stakeholders across the organisation on digital product delivery. Proactively identify potential digital opportunities for engaging Londoners in the work of the City Hall.
8. Champion the use of agile, open-source software and user first, mobile first principles across the organisation.
9. Follow and meet industry best practice and guidance from the likes of Government, W3C and LocalGovDigital. Enforce established governance and controls to ensure these are met by the wider organisation.
10. Ensure openness and collaboration in the digital work of City Hall. Promote the advantages of open source products, be transparent with results and encourage engagement in our work.
11. Manage backlogs of development work and progress trackers to manage the effective delivery City Hall’s digital products. These include story/feature backlog and bug/fault lists.
12. Enthusiastically and regularly communicate your team’s work and results to a wide audience of both staff and product users.
13. Manage staff and resources in allocated to the job in accordance with the Authority’s policies and Code of Ethics and Standards
14. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, and participating in multi-disciplinary, cross-department and cross-organisational groups and project teams.
15. Realise the benefits of London’s diversity by promoting and enabling equality of opportunities and promoting the diverse needs and aspirations of London’s communities.

**Key contacts:**

**Accountable to:** Digital Portfolio Manager

**Accountable for:** Resources allocated to the job

**Principal contacts:** Marketing, Creative, Digital, Events, Product Owners, Technology Group, managers and officers across the organisation, contractors and external suppliers.

**Person specification**

**Technical Requirements/experience/qualifications**

1. Experience and passion for working in an agile way. Confident in promoting the benefits of it to others at all levels of management.
2. Background in working in a user focused manor. Significant experience in drawing out user needs, writing user stories and testing and iterating stories.
3. Demonstrable track record of maintaining and improving websites and applications, preferably with some Drupal experience.
4. Experience migrating content and integrating applications, systems and sites.
5. Working knowledge of standards relating to web authoring, government digital services and accessibility.
6. Thorough understanding of digital trends, practices and directions.
7. A working knowledge of a range of digital and collaborative tools, including those focused on sprint management, project planning, wire framing, photo editing and budget monitoring.
8. Ability to be flexible on working hours, catering for out-of-hours website support and updates.

**Behavioural competencies**

**Stakeholder focus**

… is consulting with, listening to and understanding the needs of those our work impacts and using this knowledge to shape what we do and manage others’ expectations.

Level 3 indicators:

* Understands diverse stakeholder needs and tailors team deliverables accordingly
* Is a role model to others, encouraging them to think of Londoners first
* Manages stakeholder expectations, so they are high but realistic
* Removes barriers to understanding the needs of diverse stakeholders, including hard to reach groups
* Focuses own and team’s efforts on delivering a quality and committed service

**Communicating and influencing**

… is presenting information and arguments clearly and convincingly so that others see us as credible and articulate, and engage with us.

Level 3 indicators:

* Encourages and supports teams in engaging in transparent and inclusive communication
* Influences others and gains buy-in using compelling, well thought through arguments
* Negotiates effectively to deliver GLA priorities
* Synthesises the complex viewpoints of others, recognises where compromise is necessary and brokers agreement
* Advocates positively for the GLA both within and outside the organisation

**Managing and developing performance**

… is setting high standards for oneself and others, guiding, motivating and developing them, to achieve high performance and meet the GLA’s objectives and statutory obligations.

Level 3 indicators:

* Motivates and inspires others to perform to their best, recognising and valuing their work and encouraging them to learn and reflect
* Sets clear direction and expectations and enables others to interpret competing priorities
* Agrees and monitors challenging, achievable performance objectives in line with GLA priorities
* Manages performance issues effectively to avoid adverse impact on team morale and performance
* Promotes a positive team culture that respects diversity and deals with barriers to inclusion

**Decision making**

… is forming sound, evidence-based judgements, making choices, assessing risks to delivery, and taking accountability for results.

Level 3 indicators:

* Makes sound decisions quickly on behalf of the GLA when a situation requires intervention
* Takes responsibility for team decisions, providing rationale when those decisions are questioned
* Involves senior stakeholders early in decisions that impact them
* Analyses organisational risks associated with decisions, including those with long term impacts, before committing to action
* Encourages others in the team to make decisions in their own area of expertise, take appropriate risks and learn from experience

**Problem solving**

… is analysing and interpreting situations from a variety of viewpoints and finding creative, workable and timely solutions.

Level 3 indicators:

* Clarifies ambiguous problems, questioning assumptions to reach a fuller understanding
* Actively challenges the status quo to find new ways of doing things, looking for good practice
* Seeks and incorporates diverse perspectives to help produce workable strategies to address compel issues
* Initiates consultation on opportunities to improve work processes
* Supports the organisation to implement innovative suggestions

**Research and analysis**

… is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits.

Level 2 indicators:

* Proactively seeks new information sources to progress research agendas and address gaps in knowledge
* Grasps limitations of or assumptions behind data sources, disregarding those that lack quality
* Analyses and integrates qualitative and quantitative data to find new insights
* Translates research outcomes into concise, meaningful reports
* Identifies relevant and practical research questions for the future

**Responding to pressure and change**

… is being flexible and adapting positively, to sustain performance when the situation changes, workload increases, tensions rise or priorities shift.

Level 2 indicators:

* Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
* Anticipates and adapts flexibly to changing requirements
* Uses challenges as an opportunity to learn and improve
* Participates fully and encourages others to engage in change initiatives
* Manages team’s well-being, supporting them to cope with pressure and change

**Working Patterns**

This post does not require any unusual work patterns.

**Reasonable adjustment**

Reasonable adjustment will be made to working arrangements to accommodate a person with a disability who otherwise would be prevented from undertaking the work.

**Structure chart**