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| **Mytime Active** | |
| JOB DESCRIPTION | |
| **TITLE: Product Manager** | **LOCATION: Linden House** |
| **POST NO:** | **REPORTS TO: Head of Product Development** |

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| **MAIN PURPOSE**  The Product Manager role is responsible for   * The development and delivery of new products and programmes working in collaboration with the operational team to oversee the successful integration to business as usual. * The development and refresh of existing products and identifying future innovation for integration across the business.   The role will be to deliver the strategy as set out by the Head of Product Development and commitments within in the business milestone expectations.  In addition to the ownership of key projects the Product Manager will support and challenge other Project Managers and Project Team Members working on product tasks to ensure actions are in tolerance, budget and time. The role will also have a visible presence in the business to understand challenges, customer feedback and overcome any integration challenges during the launch and review phase.  In identifying development areas, the Product Manager must ensure the opportunity aligns to The Theory of Change model and primary outcome to improve customers wellbeing, whilst also ensuring that the development is cost effective and delivers a positive impact to the business. |

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| **SUMMARY OF RESPONSIBILITIES AND DUTIES**  **General Responsibilities**   * Innovation   + Identify new products based on sound research and customer led intelligence;   + Gather and identify ideas from managers and assess the viability;   + Evaluate potential development areas and provide a robust reason for progression beyond concept;   + Create business to customer programmes, delivering commercial returns that can be operated in a business as usual environment and alongside funded and non-funded products;   + Understand our key target audience and opportunities. * Develop   + Understand a products lifecycle and identify the right time for intervention that accords with the businesses priorities;   + With the operational management team identify gaps and opportunity in the existing programmes or product based on sound rational;   + Understand our key target audience and widen participation. * Competition   + React to competition to ensure our product and programmes remain attractive and provide value for money;   + Understand potential risk in the local market;   + With the operational team work on plans to reduce competitor risk. * Operations   + Create a collaborative relationship with the operational team;   + Manage agreed tasks and timelines, flagging any risk;   + Support team members to submit concept papers and evaluate opportunity before progression;   + Act as a critical friend of all departments to support the product development. * Strategy   + With the Head of Product development create the department short, medium and long-term strategy;   + Develop pipeline papers with Head of Product Development for review by the Senior Leadership Team (SLT) and Senior Management Team (SMT);   + Understand and identify shifting customer and market trends to identify work streams and opportunities;   + To work collaboratively and support other teams by contributing to the development and delivery of operational and quality strategies. * Compliance   + Ensure a consistent approach to products;   + Check that the operational delivery accords with the product framework and governance;   + Undertake brand quality assurance audits. * Information Management   + Ensure the effective use and act in accordance with all Mytime Active information management policies and procedures;   + Ensure systems and procedures for the management and storage of information meet internal and external reporting requirements.   **KNOWLEDGE, SKILLS AND ABILITIES**   * Knowledge of public health, fitness market, & golf; * Creative and entrepreneurial, developing creative solutions that are operationally effective and fit within commercial constraints; * Proven problem solving, facilitation and collaboration skills; * Project management experience with excellent organisation and prioritisation skills; ability to handle multiple projects simultaneously ranging from strategy to execution; * Ability to produce and present clear reports and guidance; * The ability to effectively explain complex issues; * Commercially aware, able to collaborate; * The ability to develop and grow a range of products to sell in a competitive market place; * Strategic thinking, with ability to scan and summarise the market and policy context; * Understanding and commitment to the blend of social and commercial objectives of the company; * Ability to think like a customer and understand different customer needs through customer insight and segmentation.   **EXPERIENCE**   * Experience of working with leisure or similar service sector; * Experienced in communicating effectively and confidently with users, team members and senior managers both internally and externally; * Experienced in facilitation skills; * Proven project management experience with excellent organisation and prioritisation skills; ability to handle multiple projects simultaneously ranging from strategy to execution; * Commercial experience, including the growth and development of a business or servicey; * Experience of partnership working; * Product development and marketing experience.   This job description is subject to review in the light of changing circumstances and is not intended to be rigid and inflexible but should be regarded as providing guidelines within which the Product Manger works. Other duties of a similar nature and appropriate to the grade may be assigned from time to time by the Head of Product Development. |
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| **DATE OF LAST REVIEW: March 2018** |