



JOB DESCRIPTION

PRODUCT MANAGER – STRATEGIC PRODUCTS

Location: East Smithfield, London
Reports to: Head of Product
Grade: 4

Who we are

We are the Royal Pharmaceutical Society, the professional membership body for pharmacists and pharmacy in England, Scotland and Wales.

What we do

We are champions of the profession, and internationally renowned publishers of medicines information.

We promote pharmacy in the media and government, lead the way in medicines research and information, and support pharmacists in education and development.

Together, we are pharmacy.

Our Mission

We put pharmacy at the forefront of healthcare.

Our Vision

To be the world leader in the safe and effective use of medicines.

Our Behaviours

Be inspiring. Be empathetic. Be relevant.

JOB PURPOSE

We are looking to recruit a customer-centric and tech-savvy Product Manager – Strategic Products to join our Product Team responsible for the management of our digital medicine information suite.

The Product Manager will play a crucial role in the generation of new content management systems and lead internal infrastructure projects as well as contribute to the expansion of our existing portfolio, which comprises content platforms, apps, ecommerce and product websites.

To be successful in this role you will have a high degree of commercial acumen, technological expertise and the skills to manage the entire product development life cycle from ideation to launch. You will be an accomplished communicator, who can mediate interactions and facilitate knowledge exchange between different functional teams. Both the ability to prioritise tasks as well as the identification of the biggest value-adding opportunities are essential skills to succeed in this role.

Reporting to the Head of Product you will spearhead the development of new content management systems, infrastructure as well as contribute to improvements of the product portfolio.



MAIN ACCOUNTABILITIES

ACT AS PRODUCT CHAMPION FOR NEW PRODUCTS AND SERVICES

1. Product ideation, conceptualisation, validation and go-to-market planning. Collaborate with internal stakeholders on the identification of new product opportunities, infrastructure improvements, validate ideas/prototypes/concepts ensuring they meet customer needs and profitability criteria. Contribute to business and go-to-market plans, undertake analyses of market/technology trends, competitive landscape mapping, product requirement definitions and identification of opportunities in the medicines information domain.
2. Product definition. Determine business requirements for new product and feature developments. Translate these into functional prioritised specifications for technical teams. Monitor progress of these tasks throughout each Sprint by participating in daily stand-up, planning, refinement and review sessions. Ensure product development meets defined acceptance criteria through testing and customer feedback.
3. Product planning and delivery. Activity planning and facilitation of discussions to establish the business value for each work package and/or project. Maintain requirements backlog with clearly defined criteria and scenarios for acceptance testing. Work with the technical team and other key stakeholders to prioritise development to continually ship valuable new features and content.
4. Value propositions and market positioning. Leverage customer insights, competitor landscape analyses information as well as market research data to create customer segment specific value propositions and effectively position products in the market. Undertake gap analyses as well as evaluations to determine what features are adding the most value.
5. Customer centricity. Capture voice of customer and undertake quantitative and qualitative market research activities to contribute to new product development ideas, aid product optimisation as well as product life cycle extension. Leverage these insights to act as customer advocate within the wider organisation.
Provide in-house product training, product launch support and participate in marketing and sales related activities, such as customer-facing presentations.
6. Communication and stakeholder management. Apply comprehensive communication toolkit to champion your product portfolio and new product ideas within the organisation. Engage colleagues to promote the vision and drive continuous product, process and service improvements. Collaborate effectively with technology, content, sales and marketing teams and successfully lead matrix project teams. Inspire your colleagues to develop innovative new solutions and services.

This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.



SUCCESS MEASURES

- Deliver value-added products and features in line with product goals, which aid new customer acquisition, support existing customer retention and improve the overall customer experience
- Leverage Agile methodologies for all product development activities
- Strategically apply customer and market knowledge to critically validate new product ideas and features
- Communicate effectively across the wider organisation and with different audiences

CORE RESPONSIBILITIES FOR THIS JOB

- Personal responsibility
- Managing and developing people
- Achieving results/delivering performance
- Problem solving

KNOWLEDGE & SKILLS FOR THIS JOB

- Product development. Minimum one-two years' experience working as a product owner/product manager. Familiarity with Agile methodologies and the ability to effectively work with technical teams. Previous experience with new content management system development preferred.
- Business. High degree of commercial acumen combined with excellent analytical skills to ensure effective product delivery and robust evaluation of new product opportunities. Creative approach to problem solving with the ability to focus on the detail while maintaining the bigger picture.
- Communication and presentation skills. Comprehensive toolkit empowering effective communication at all seniority levels as well as the ability to socialise new product concepts. Ability to crystallise key information from data sets to make critical recommendations for the product portfolio development.
- User experience. Ability to always put the customer first and develop innovative solutions for customers' problems and pain points.
- Matrix management. Leadership of cross-functional matrix teams, which are comprised of technical experts from different departments who collaborate on a dedicated project.

DATE JOB DESCRIPTION AGREED: April 2019