



JOB DESCRIPTION

PRODUCT MANAGER

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 for a customer-centric and tech-savvy Product Manager to join our Product Team to work collaboratively with developers and stakeholders on building valuable features, identifying new market opportunities and driving awareness internally and externally about our product capabilities.

The Product Manager will play a key role in the lifecycle management of a number of products within our portfolio, which includes content platforms, apps as well as ecommerce and product websites.

In this role you will be expected to demonstrate a high degree of commercial acumen, love technology and genuinely enjoy solving business problems. The Product Manager will be responsible for defining and delivering the product roadmap, which includes the identification of market trends, design of appropriate business solutions, planning of the product development and working closely with sales and marketing teams on the implementation of go-to-market activities.



Reporting to the Head of Product the job holder will drive feature development priorities in line with the product strategy and user feedback, working with stakeholders and technology colleagues to determine sprint requirements.

MAIN ACCOUNTABILITIES

ACT AS PRODUCT CHAMPION FOR NEW PRODUCTS AND SERVICES

1. Product validation. Work with sales and content teams to validate new 'front line' requests to ensure these meet customer needs and are commercially viable. Conduct analyses of key trends, requirements and opportunities in the medicines' information domain.
2. Product definition. Determine business requirements for new developments and translate these into functional specifications for technical teams. Ensure clarity for these tasks is achieved throughout each sprint through participation in planning, refinement and reviews. Ensure product development meets defined acceptance criteria.
3. Product planning and delivery. Plan activities and facilitate discussions to establish the business value of 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. Proposition. 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 focus. Conduct customer-facing activities to facilitate the on-boarding of customers and seek feedback following each release. 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. Soft skills. Work closely with technology, content, sales and marketing teams. Continually build effective relationships and successfully negotiate and influence colleagues to create better designs, better technology and better solutions for our customers' problems.

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 business benefits in line with product goals
- Develop and deliver products using Agile methodologies
- Validate product features with the help of end users and other market data
- Communicate product releases and insights on a timely basis across the wider organisation

CORE RESPONSIBILITIES FOR THIS JOB

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

KNOWLEDGE & SKILLS FOR THIS JOB

- Business. High degree of commercial acumen and entrepreneurial spirit to ensure successful product delivery. Creative approach to problem-solving with the ability to focus on the detail while maintaining the bigger picture. Ideally, prior experience of working in a STM publishing business.
- Product Development. Experience of developing and delivering products for a regulated market. Two years of product management experience, working closely with technical development teams using Agile methodologies. Experience of working with Atlassian ecosystem products.
- User Experience. Exemplary customer focus and experience in translating customer and business needs into requirements. Skilled in communicating complex information to both end users and internal stakeholders.
- Communication and Relationship Building. Excellent communication skills to sell product visions to a broad audience ranging from end-users to senior managers.
- Negotiating and Influencing. Strong negotiation and persuasion skills as well as the ability to lead multiple projects within a matrix environment.

DATE JOB DESCRIPTION AGREED: August 2019