



JOB DESCRIPTION

1. JOB TITLE Product Manager (Digital Services)

2. JOB PURPOSE

This role is accountable for delivering and improving the business-critical functionality and usability of products that comprise SCRA's ecosystem of Digital capabilities, both internally facing and those available publicly. The Product Manager works closely with the Digital Programme Delivery Manager and senior stakeholders to ensure that Digital products are user-centred, scalable, and aligned with organisational priorities. This role champions product management practices and drives product teams to deliver high-quality services.

3. ORGANISATIONAL POSITION

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| (a) Immediate Line Manager | Head of Digital Development |
| (b) Peers | Digital Programme Delivery Manager
Digital Service & Service Desk Managers
Programme/Project Managers
Senior Operational Managers
Digital Security & Governance Manager
Locality Reporter Managers
Practice & Data Managers |
| (c) Immediate Subordinates | Product Assistant |

4. DIMENSIONS

The timeframe for budgetary influence (circa £100k to £250k per project workstream) would typically be in-year but with the budgetary impact for SCRA aggregated over the period of the Digital Strategy and associated programme.

The deliverables of the postholder will have a direct organisational impact, specifically contributing towards business efficiency and effectiveness but will also progressively improve how external users of Digital service channels interact with SCRA.

5. PRINCIPAL ACCOUNTABILITIES

Product Management Approach

- Develop and own the approach to managing digital products, ensuring alignment with SCRA's strategic objectives and user needs.
- Accommodate digital programme requirements, translating objectives into actionable product roadmaps, milestones and deliverables, communicating these effectively.
- Delegate and distribute product ownership responsibilities, fostering co-design, coaching and mentoring business users, while maintaining overall product management.

Agile Practices

- As agile/scrum subject matter expert, lead multiple cross-functional teams using agile and scrum methodologies to manage the full product lifecycle.
- Prioritise product backlogs, define minimum viable products, and ensure timely delivery of high-quality digital service channels.
- Monitor delivery burn rate and velocity to ensure efficient use of resources and best value delivery across product development teams.

Stakeholder Engagement and Communication

- Engage and consult with operational teams, stakeholders, and the Senior Team to understand digital needs and represent these to development teams.
- Communicate credibly with a wide range of internal and external stakeholders, including partner organisations.
- Develop and maintain strong relationships with stakeholders to manage expectations and ensure alignment.

User-Centred Design and Research

- Champion user research and service design practices to ensure products meet the needs of children, families, and professionals.
- Interpret user research and analytics to inform product choices and decisions and iterate based on feedback, representing user priorities in decision-making.
- Ensure that where required, work undertaken meets the Digital First Service Standards and accessibility requirements.

Commercial Participation

- Contribute to business cases, options appraisals, and procurement decisions to support product development.
- Support the development of sustainable support models and risk management strategies for digital products.

Systems Thinking and Continuous Improvement

- Understand how digital products interact with wider systems and processes and reflect this in product decisions.
- Use data and analytics to monitor product performance, to evaluate benefits and inform iterative improvements.
- Foster a culture of innovation and continuous learning within product teams.

Management Team

- Contribute to the Digital Management Team to ensure a seamless experience across service design, transition, and delivery i.e. ITIL Service Lifecycle.
- Work closely with the Digital Programme Delivery Manager to ensure coordinated delivery across programmes and projects.
- Provide leadership and coaching to delegated Product Owners and Business Analysts as required, supporting their development and performance.

6. KNOWLEDGE, SKILLS, TRAINING AND EXPERIENCE

- Qualified to degree level in a relevant subject and/or equivalent experience.
- Either on (or meets requirements to undertake) a Product Owner Certification Path e.g. Scrum Alliance, Certified Scrum Professional Product Owner.
- Extensive experience in product management within Digital environments, ideally in the public sector.

- Strong leadership skills with experience engaging with and influencing stakeholders, including senior managers, as well as mentoring product team members.
- Expertise in agile delivery, user-centred design, and Digital service lifecycle management including risk management, impact assessments and business continuity considerations.
- Excellent and proactive communicator with strong influencing skills and the perspective to put the user at the centre of analysis.
- Ability to interpret business problems/pain points, facilitate translation into requirements and specifically into agile/scrum assets e.g. personas, epics, features and stories.
- Skill in sizing and evaluating effort, assessing complexity and identifying waste and inefficiency in Digital processes, features and functions.
- Knowledge of accessibility standards, data protection, and public sector Digital frameworks.
- Experience of budget monitoring and driving value for money and return on investment.
- Working knowledge of Digital security requirements, GDPR and associated legislation.
- Detailed understanding of the operational workings of SCRA and the wider children's hearing service.
- Flexible, adaptable and able to work under pressure.

7. COMMUNICATIONS

Internal: Service wide, Senior Management Team

External: Vendors, service providers, key partners/stakeholders

8. PRINCIPAL CHALLENGE

This role will focus on the effective design of Digital products, their features, functions and usability, while leading and evolving the product management function within SCRA.

Ensuring Digital services, internal and public, are designed and improved to meet complex user needs while aligning with strategic priorities and operational constraints, in the contexts of Digital Service business as usual, projects and programmes.