

## Job Title: **Senior Product Manager**

Job Grade: L5 Z2

Salary Range: £53,897 - £65,350

### About Camden

Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study, and visit. Because we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all. As an experienced Senior Product Manager, you will work across the organisation, clarifying objectives and outcomes for our product development work, actively prioritising, and focusing teams on what needs to be done in order to address our citizens' needs.

### About the role

Working as part of a multidisciplinary team and reporting to the Lead Product Manager, the role of the Senior Product Manager is responsible for the quality and effectiveness of products developed and iterated upon across our core digital product estate. In this role, you will be expected to use your expert knowledge of user needs and understanding of goals to frame problems, set priorities to build great products and services, and influence others to do the same.

You will work across large and complex products, working closely with teams across Digital and Data Services and the rest of the organisation, including Strategy teams and Service and Policy Design. You will have a focus on how well-informed user needs inform great products and meaningful outcomes and will inspire others across Camden to see the value in putting the needs of our users first.

You will define and create approaches for products across Camden's digital estate and coach other product managers to realise the benefits of these in their own products.

### **The role of Senior Product Manager:**

A Senior Product Manager in Camden will:

- Be responsible for the management of multiple core products and services, in particular those that are complex, high risk, sensitive or of strategic importance to the organisation
- Lead multidisciplinary product teams to build and iteratively improve high-quality products and services that meet the needs of our users
- Support services across the Council to deliver and manage products that meet product standards
- Identify and develop product principles, practices and processes to allow teams to collaboratively build the right thing, the right way
- Coordinate product development with other core product teams to minimise risks and manage dependencies
- Coach and develop product managers at Camden to develop their skills and build communities of practice
- Create clear outcome-based product strategies and secure buy-in across the organisation
- Set measurable goals for products and services and report on performance
- Understand the different phases of the product life cycle, recognising when it is right to progress and when it is right to stop
- Own product backlogs and roadmaps, and clearly communicate these to stakeholders
- Define and prioritise clear user stories, based on research and an understanding of technology and technical constraints
- Know how to apply design system features, including service patterns, to deliver consistent products and services for users
- Understand the operating and maintenance processes required for products or services throughout their life cycle, including how to manage technical debt
- Know how to make products accessible, for example following WCAG accessibility guidelines
- Ensure that products and services are compliant data protection regulations, for example cookies and data protection
- Demonstrate an advanced understanding of design, technology, and data principles and standards
- Identify and advise on assisted digital support solutions and explain why it's important
- Anticipate and overcome operational constraints to deliver a successful product or service
- Know how to apply tools, terms, and concepts in a variety of ways
- Be flexible and consider new ways of working, whilst being adaptable to change
- Ensure the team is working towards the appropriate standards for the relevant phase

At Camden, we take a user needs approach to building products and services. You should be able to:

- Champion user research to focus on all users
- Know how to collaborate with user researchers and can represent users internally
- Understand the difference between user needs and the desires of the user
- Offer recommendations on the best tools and methods to be used
- Prioritise and define approaches to understand the user story and offer guidance to others in doing so

Our teams work by applying the best agile methodologies within their teams. You should be able to:

- Help teams to manage and visualise outcomes, prioritise work and work to agreed minimum viable product (MVP) and scope
- Identify and compare the best processes or delivery methods to use, including measuring and evaluating outcomes
- Know how to help teams to decide the best approach
- Articulate industry best practice and can cascade innovative ways of working to teams across Camden
- Ensure standards are being met within the Camden teams you work in
- Identify and communicate constraints, work to minimise them, and know when to push back against them

## **About You**

While this role requires lots of product management experience, you must also be flexible in your delivery management. You will work alongside a multidisciplinary team and be responsible for the whole lifecycle of products and services across Camden.

You will need to be ambitious, defining compelling product roadmaps that meet service and user needs and working with a sense of urgency to move quickly and deliver results promptly. You will have the skills to turn your roadmap increments into real value for the stakeholders and service users through your creative and resourceful mindset, finding new and better ways to approach problems and create solutions. You will be willing to take calculated risks and make bold decisions whilst making the most of limited resources and finding creative solutions to complex problems.

With your deep understanding of and dedication to meeting user needs, you will be able to innovate across Digital Products and Services, taking ownership and being accountable for its success. Your collaborative mindset and excellent communication will see you build strong relationships with team members, stakeholders and cross-functional teams.

You possess the technical knowledge within product lifecycle management and working knowledge of agile methodology, techniques / frameworks, to deliver solutions.

You will have experience developing new products and services.

You will have experience managing ongoing support for end user facing products.

You will help to shape how Camden Council learns and applies the best and latest Agile and Product thinking in all that we do, in product development, service and organisational design

You will actively contribute to project strategy; helping shape the direction and vision of projects

You will manage the rhythms and rituals of a multidisciplinary product, service and design team, helping the team collaborate, communicate and learn throughout delivery

You will drive change; ensuring our stakeholders are fully behind our ideas, our designs are implemented, and we have champions for our agile approach to delivery and product thinking

You will inspire the teams you work with and be excited by the projects you manage; you'll need to be creative and able to spot a good idea when you see one

You will support Digital Products and Services management team in operational matters like project resourcing and quality control

You will support procurement and tender activity ranging from the proposal and tender writing through to networking and speaking at engagement events

## **Experience**

Experience working in local government, central government, or the third sector while managing stakeholders within large organisations

You will have a range of experiences in designing and delivering change within large and complex environments using Agile methodologies and Product thinking to deliver projects effectively

## **Work Environment**

You will be required to work in line with Camden's agile working framework including flexible and remote working patterns which are a combination of office-based and home working, as required by the service and effective delivery of services within that framework.

## **People Management Responsibilities**

No direct line management however there will be some supervision of junior members of staff including quality control of deliverables.

## **Relationships**

- Internal at all levels including executive, senior officer, officer and members.
- External, including local government, voluntary sector, public, private, membership bodies and professional bodies.
- To represent Digital Product and Services and the Council at national and international level.

## **Over to you**

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk.

## **Is this role Politically Restricted?**

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

## **Diversity and Inclusion**

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome applications from Black, Asian and those of other non-white ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

### **Agile working**

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships; we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK ([www.HireMeMyWay.org.uk](http://www.HireMeMyWay.org.uk)). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

### **Asking for Adjustments**

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at [resourcing@camden.gov.uk](mailto:resourcing@camden.gov.uk) or post to 5 Pancras Square, London, N1C 4AG,