REGENT'S
UNIVERSITY LONDON
CULTIVATING POSSIBILITY

Digital Product Manager

At Regent's University London, we have a bold mission of reimagining education, and we're looking for talented and passionate people to help us do that. We're ambitious, collaborative and curious in how we approach our work, each other, and the education we give our students. Nestled in the heart of royal Regent's Park, Regent's offers a premium experience for staff and students. We champion an environment that cultivates possibility for everyone in our community.

Job description

Position details

Job title:

Digital Product Manager

Grade:

J

Department:

Customer and Commercial

Line Manager Job Title:

Digital Director

To be responsible for overseeing the development and management of our digital products; from ideation to launch and ongoing enhancements – working closely with the Digital Director, delivering against the Digital Vision and Strategy.

To collaborate with a range of stakeholders across Regent's, including the Business Intelligence & Digital Transformation (BIDT) team, as well as external agencies and partner institutions within the Galileo Global Education Network (GGE).

As a champion of our digital platforms, play a crucial role in the success of our organisation. This includes overseeing the proper functioning of Salesforce, Recruitment and Admissions platforms, our University websites and other systems. To be responsible for creating product roadmaps, prioritising features and managing backlogs to ensure timely delivery of high-quality products that meet our users' needs.

Job purpose

The Regent's Way is a set of principles that guide our work and celebrate our unique offering – our strengths, our challenges and our commitment to continuous improvement.

We're
ambitious

We're
collaborative

We're
curious

We strive for excellence
We don't fear failure; we learn from it
We challenge ourselves

We're better together
We create synergy when we collaborate
We celebrate our successes

About people, cultures, ideas
We're inclusive and welcoming of new perspectives
We encourage learning and growth

Main responsibilities

1	Develop and execute the product vision and strategy based on customer needs, business objectives and market trends, working closely with the Digital Director.
2	Conduct market research and analysis to identify customer needs, competitive landscape and opportunities for growth.
3	Create product roadmaps, prioritise features and manage the product backlog to ensure timely delivery of high-quality products.
4	Assist with defining scope and benefits, develop product roadmap, create user stories, prioritise development, validate related design and IT development, partner with stakeholders to ensure end-user acceptance testing.
5	Collaborate with cross-functional teams incl. BIDT, Marketing, Recruitment and Admissions to ensure alignment and successful product launches.
6	Define and measure product success metrics incl. continuous improvement 'test & learn' approach, use data-driven insights to make informed decisions and optimise product performance
7	Stay up to date with emerging technologies, industry trends and best practices to ensure our products remain competitive and innovative.
8	Communicate the product strategic roadmap and progress to stakeholders, including senior leadership, customers and partners, ensuring effective change management and governance.
9	Manage the product lifecycle from ideation to launch, continuing to make recommendations for product enhancements and extensions.
10	Develop and manage the product budget, including resource allocation and cost control.
11	Deliver training to internal and external stakeholders.
12	Champion our digital products, engage with other departments and stakeholders to maximise ROI and adoption

13	Actively seek to implement the University's health and safety policy, and give due regard to the health and safety of themselves and others when carrying out duties.
14	Actively seek to implement the University's equal opportunities policy and promote equality of opportunity in relation to the duties of the post.
15	To undertake any other duties that may reasonably be requested appropriate to the grade and responsibilities of the post.

Person specification

1. Position details

Job title: Digital Product Manager
Grade: J
Department: Customer and Commercial
Line manager job title: Digital Director

2. Person requirements

Job requirements	Assessment criteria	
	(e)ssential	(d)esirable
Qualifications & training		
Bachelor's (B.S.) Degree or equivalent experience, ideally in Computer Science, Information Technology or related fields	E	
Project Management Professional (PMP), Certified Agile Practitioner, Certified Scrum Master (CSM)		D
Salesforce Certified Administrator (SCA), Salesforce Certified Advanced Administrator (SCAA), Salesforce Certified CPQ Specialist		D
Salesforce Certified Community Cloud Consultant		D
Experience		
Experience leading, motivating and developing multiskilled or matrix-managed teams	E	
Experience of product lifecycle management and continuous improvement of digital products	E	
Experience of maintaining and completing product backlogs incl. feature prioritisation	E	
Experience of undertaking user research and requirements, gathering tasks and running workshops	E	
Experience of managing the development of a large website / mobile app		D
A background of prioritising work across multiple, concurrent products, projects or workstreams	E	
Experience in managing multiple stakeholders, software suppliers and agencies	E	
A background of delivering products within a hybrid waterfall / agile environment	E	
Experience designing, implementing & integrating products within the UK Higher Education environment		D
Salesforce 'Sales' and 'Marketing Cloud' experience (or other CRM)	E	
Strong change management experience on the delivery of new products / systems into an organisation	E	
Knowledge, skills & competencies		
The ability to analyse data & make process improvements resulting in improved acquisition, retention & conversion via the introduction of new features	E	

A strong customer focus with experience of identifying and resolving pain points, gathering feedback from users and ensuring an excellent measurable customer experience	E	
The ability to act as a conduit between business and technology, defining digital solutions – able to translate business requirements into technical features / products	E	
Ability to present development status, and issues to Board, with gravitas to ensure there is confidence in delivery. In charge of delivery success with the PM.	E	
Exceptional stakeholder management skills, working with staff of all levels to prioritise new developments and manage expectations. Strong ability to collaborate and manage results	E	
User experience, interaction design and accessibility standards	E	
Familiarity with Agile working methodologies (Kanban, Scrum)	E	
Knowledge of digital communications, marketing and search engine optimisation best practice		D
Knowledge of content management systems (CMS) and digital publishing best practice		D
Ability to undertake digital analytics monitoring and reporting tools (Google analytics, Tag manager, Search console, Hotjar, PowerBI)		D
Ability to use work management and collaboration tools (Jira, Confluence, DevOps, Wikis, Office 365)	E	
Knowledge of software development and web infrastructure best practice		D
Comfortable working within a multi-disciplined robust team of technical experts, business SME's and consultants / suppliers external to the organisation		
Ability to communicate and influence wide range of stakeholders – demonstrating a strong technical aptitude and grasp of agile methodologies	E	
A team player with experience of knowledge sharing, influencing, negotiating, building collaborative relationships and consensus	E	
Creative thinking and problem-solving skills	E	
Organisation, prioritisation, and multi-tasking skills	E	
Collaborative working approach and the ability to build professional relationships with stakeholders	E	
Attention to detail in the communication and presentation of ideas	E	
Proficiency in software or web design and development		D