

JOB DESCRIPTION

Job Title:	Digital Product & Integration Lead
Job Level:	Level 3
Reports To:	Head of Digital & Tech Adoption Programmes
Date Reviewed:	July 2020

About Be the Business:

Having been asked by the chancellor in 2015 to dig deeper into Britain's productivity problem, Sir Charlie Mayfield brought together some of the brightest minds in UK plc to approach the problem in a different way.

The "How Good Is Your Business Really" report called for a business-led response to the UK's productivity challenge and identified improving SME management and leadership capability as the key to change.

Led by Sir Charlie Be the Business was launched in November 2017 with funding and support from the UK government and some of Britain's leading companies. We work with the entire business community to share what works for today's best businesses with every company that wants to learn and improve.

Job Purpose:

Be the Business is looking to grow its digital assets and roadmap with a clear strategic aim of providing a customer experience which optimizes conversion to engagement and programme products. Be the key lead on product development and integration providing knowledge, ownership, analytics to enable strategic development. As our first Digital Product & Integration Lead you'll be a key player in how we deliver the digital strategy. Coming into a small team with a big vision, you'll be entrepreneurial by nature and excited about the opportunity to shape a tech offering which will reach millions of SMEs. You'll lead the development of a large-scale digital platform that encompasses multiple facets of Be the Business, as well as managing a number of smaller business-critical digital products. You will also play a key role in providing insight and best practice on tech adoption proposition as it evolves – this provides an exciting opportunity to also bring your knowledge to bring on-line new propositions.

Key Responsibilities:

- You will be working as part of the digital team and be responsible for leading the conversion rate optimisation for programmes and engagement
- Provide leadership and ownership of product and customer experience and roadmap on digital product developments
- Manage the Digital design Authority governance and decision making process ensuring new products meet digital strategy, data strategy, design principles and functional need
- Work closely with UX developer, Senior Content Manager and external suppliers to develop and deliver products
- Support proposition development of Tech Adoption products
- Manage and own digital asset integration architecture and release plans

- Develop functional product requirements in line with programme requirements and user needs
- Act as key liaison with digital agencies and suppliers ensuring translation of functional and product requirements and quality delivery
- Contribute to on-time, on-budget delivery of products.
- Interface with Leadership & Management portfolio, Partnerships and Comms & Marketing to ensure user requirements understood and articulated in design sprints and roadmap
- Work closely with content team to ensure content meets functional need
- Continually assess trends and customer behaviour using web analytics to identify, analyse and implement new innovations providing data, analysis and reporting to the Digital design Authority and internal stakeholders on impact of digital products and traffic
- You will work with digital team and Comms and Marketing to create senior digital strategic direction for the optimisation of digital traffic.

* Please note this is not an exhaustive list of responsibilities and may be revised from time to time as per business needs.

Skills / Competencies Required:

- Digital Product Management and development
- Experience with sales conversation journeys for new customers
- General product manager experience within the digital industry
- Experience working in a paced organisation and providing key insight on digital products
- Collaborative team member with strong interpersonal skills
- Excellent communication skills both written and verbal
- Alignment with BtB Values
- Degree level qualification