

Appointment Brief



Be the Business

(Digital) Product Lead

Be the Business

Productivity is vital. Yet the UK's productivity trajectory is flat – so now it's time for action.

Productivity drives growth as well as increasing social prosperity and improving living standards but Britain has never fully recovered from the global crisis and recession that followed. Now the turbulence following the vote to leave the EU risks even more economic uncertainty. If productivity growth was important before the Brexit vote, it is crucial now.

Be the Business is a recently launched private sector led organisation aiming to inform, educate and collaborate with businesses across the UK to improve their productivity.

Be the Business:

- Is the catalyst for transforming British business culture;
- Aims to help achieve long-lasting performance improvements in companies of all sizes, across all sectors;
- Provides training, tipping and tools, including an invaluable benchmarking survey, and a focal point for businesses;
- Aims to increase the number of well-run UK businesses.

This is a business-led movement that operates across the UK which is focused on sharing practical solutions. This requires thousands of businesses to join the movement to create a better Britain. With your help, the movement will grow fast.

By encouraging more businesses of all sizes and sectors to understand their current performance and actively seek out ways to improve, good businesses can become great ones. If we can raise the achievements of all businesses even just a little then this will improve the UK economy and living standards across the UK.

Based in Amazon's London offices, Be the Business is already sponsored by some of the UK's most senior business leaders from companies including Amazon, Rolls-Royce, John Lewis Partnership, BT, Channel 4, Cisco and global strategy firm McKinsey.

Be the Business interacts with the UK's business community through a number of key products and services ranging from specifically designed programmes to meet the needs of specific sectors or regions through to leadership training, mentorship, and a range of engaging digital content. A key pillar within their products and services is their digital self assessment/ benchmarking tool which is a platform designed to attract, engage, and assist SME's in benchmarking their performance against other SME's. This self assessment tool is aimed to help business leaders understand where they need to improve, identify issues to address and learn from guidelines which are assessed against their needs.

The product is already in up and running well but Be the Business are about to invest significantly in its development to become a much more comprehensive, far reaching and sophisticated platform for businesses to understand the challenges specific to their sector, region or size. The product will play a key role in helping the organisation deliver its core objectives of improving the performance of SME's within the UK so subsequently this a high profile appointment. Plus, it will play an important role in gathering data and insights which will be used to further the research into why productivity has been low and what we can do to improve it further.

Product Lead

Overview

Reporting to the Research and Insights Director, the Product Lead will have responsibility for managing the full product lifecycle including the performance and continuous development of Be the Business's key digital benchmarking tool, with the aim of maximising the engagement and value it generates for our users. This will specifically involve;

Key Accountabilities;

- Developing a vision and roadmap for the product based on input from internal stakeholders, customers and the market.
- Engaging in market research to better understand users' needs for the tool and potential barriers to its adoption.
- Product planning, delivery, testing and launch throughout the product lifecycle.
- Developing a forecast for the product and managing its delivery.
- Developing partnerships with external developers and other suppliers and working closely with them and other teams to deliver a product that aligns with this vision and meets market needs.
- Implementing a programme of continuous improvement, based on a structured assessment the product's performance.
- identifying the key benefits and value proposition of the product to help the marketing team.
- Assessing and driving up tool usage and completion rates.
- Reporting performance to the Research & Insights Director and the wider team.

Skills & experience

- A demonstrable track record in leading and managing and developing innovative customer centric digital products.
- A strong understanding of customers' needs and an ability to assess digital products from their point-of-view.
- An ability to manage the expectations, demands, and priorities of multiple internal stakeholders
- Excellent relationship builder, open-minded and culturally sensitive.
- Significant experience of developing product road maps.
- Strong analytical skills and a data-driven mindset.
- Passion and enthusiasm to act as an evangelist for the product, both internally and externally

