



Age Ratings You Trust

## Job Description

### Product Manager

#### Reports to Policy Director

- Develop a roadmap for current and new products and services showing the delivery of functionality (internal facing)
  - understand the capabilities and potential provided by new systems being developed and built via internal transformation project
  - work with the senior leadership team and other key members of staff to align any potential markets/products/services with organisational vision and future direction
  - work with the senior leadership team to define the commercial versus not for profit stance and plan any future organisational structure to support this
  
- Develop a product and services strategy with supporting timeline/roadmap showing the depreciation of the current services and the ramp-up of new products services
  - given the output of above point, create a timeline of activity to investigate new and potential markets - which organisations within those markets to approach with a view to developing relationships, which governing bodies in which territories to approach to develop relationships
  - from initial market intelligence derive priority of product development, include as far as possible cost/benefit analysis
  - for each product work with a product owner to define a roadmap of development in conjunction with new system implementation and potentially with target market partner (depending on solution and relationship)
  - create and manage overall product/service development plan
  - identify and analyse competitors in markets and territories - which feeds into priority and feasibility of each product/service
  
- Support Financial Director to provide financial analysis for:
  - potential product/services development overhead and investment requirements (internal and external)
  - revenue projections (existing and new products and services)
  - product development funding costs - (hidden costs - such as internal costs of personnel and workspace, as well as overt costs of equipment and external third party development)
  - ROI forecasting including the need for continual investment in development of product/service
  - determine the business model for the product or service



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- Develop a product strategy for the existing and new services with supporting guiding principles
  - define high level principles against which products and services are managed
  - consider agile development, customer engagement, roadmap parameters, criteria for measuring priority of development, detail of market analysis required
  - define commercial/regulatory strategy which influences the market analysis and product/service selection, optimisation and decline
  
- Manage product/services development roadmap using Agile methodology
  - lead product development team which will include internal product owner and any external third party provider
  - prioritise and review product development roadmap
  - plan product releases
  - work with Marketing and Communications team to develop, implement and support internal and external product marketing and communications plan
  
- Provide support to demonstrate scope of BBFC service provision to existing and potential clients
  - daily engagement with existing client base to understand product/service feature requirements informing product and service development roadmap
  - work with sales and business services staff to support all sales activity
  - monitor industry trends and developments to identify areas of opportunity for enhancement of existing products and services
  - monitor industry trends and developments to identify NEW areas of opportunity to inform the development of products and services which align with organisational strategy
  
- To conduct research to establish the suitability for classification of submitted works and equivalent material under the BBFC's duties and UK law, for the purposes of (but not limited to) prevention of the distribution of material prohibited by law, and for the initiation of criminal proceedings. Such research may include visiting websites which may contain pornographic material, but this should only be to the extent that this is necessary for these purposes and in the performance of the duties required by the post.
  
- To carry out such other duties of a similar nature as may from time to time be required.