



Age Ratings You Trust

Person Specification

Job Title	Product Manager
Department	Marketing and Communications
Reports to	Policy Director
Duration	18 Months

Essential

- Proven track record (minimum 5 years) in designing, planning, managing and deploying products and services in media and/or broadcast industry
- Understanding of value and importance of data both within organisations to drive value and product strategy and externally as defined by market requirement
- Experience in managing product portfolio with multiple product roadmaps
- Liaising with internal and external project management and development teams to manage deliverables in line with product roadmaps
- Strategic thinker with significant market insight
- Strong analytical capability and significant commercial acumen
- Ability to work autonomously, highly self-motivated with excellent communication skills
- Account management and relationship building skills highly attuned to understand current and potential clients and markets
- Significant experience in translating external market trends into meaningful product strategies with realistic revenue projections
- Positive ambassador for the vision and strategic direction of the BBFC
- Creative thinking to shape and develop new products and services
- Possess wide networks in current relevant markets including media, data services, digital technology systems, broadcast
- Strong understanding of Agile methodologies and good grasp of technology trends in relevant markets
- Positive supporter of continual change internally within organisations and externally in the marketplace
- Strong desire for international travel to promote the current and potential products and services available from the BBFC

Desirable

- Experience in using collaborative working environments
- Knowledge of the current markets for theatrical, home entertainment and online content
- Understanding the regulatory environment supporting content consumption in UK and elsewhere
- Awareness of the industry standards applied to distributed content