

Role Profile

Job Title	Digital Product Manager (Content Knowledge Base)
Location:	Colindale
Department:	DDaT Enablement Service
Directorate:	Strategy & Innovation
Grade:	K
Type of Working	Hybrid – Colindale / Home Working
Reports to:	Head of Digital Strategy

1. Job Purpose:

Barnet is seeking a digital product manager as part of the wider recruitment campaign to improve digital, data and technology (DDaT) capability, in line with the council's strategic goal to improve resident and customer outcomes. Working as part of multi-disciplinary team with responsibility to ensure products deliver significant savings to ensure the councils achieves its goal of financial sustainability.

The role will be responsible for management and leadership of a number of stakeholders, both internal and external. The successful candidate will be expected to provide strong matrix leadership across the Digital team, and more widely the growing internal digital functions across Barnet, as well as direct management of up to five members of staff.

The role's time will be split to best meet the needs of Barnet's digital functions. The majority of the role will be focused on the council's response to the growing influence of Artificial Intelligence on the DDaT market, and the knock-on increased expectation of local authorities. Whilst there will be a number of products to take charge of across the organisation in this regard, in the first instance the successful candidate will be responsible for the development and implementation of a knowledge base which brings together the vast range of content and information held across the council and its partners. They will take product management responsibility to ensure objectives and milestones are met, as well as effectively building relationships with council services to identify opportunities and efficiencies.

In addition, the role will include an element of digital consultancy as part of Barnet's DDaT function. The successful candidate will manage requests and prioritise and allocate these as required. They will use their own skills and capabilities to share best practice, build understanding and provide guidance to services. They will also be expected to provide some digital business partnering to services across the council's ecosystem, prioritising work areas and identifying savings opportunities as required.

Finally, the role will include contributing to the establishment of a user-focused digital-first mindset across the council's corporate structures. The successful candidate will draw heavily on digital principles around quality service design, iteration, accessibility and inclusion.

Candidates will be expected to have a strong background in a product-focused digital environment, with experience in the public sector an advantage. This is a new role with a lot of scope for the successful candidate to define and inform its remit, as well as that of the wider DDaT function.

2. Key accountabilities:

- **Product management** of the council's Content Knowledge Base. This will include acting as a key member of the development and implementation team, collaborating with a range of stakeholders and technical partners. Other product management opportunities will also arise.
- **DDaT consultancy** – effective business partnering to support and enable council services to deliver and implement digital products, including deployment of own skills as required. Additional management of other work.
- **Prioritisation** – oversight of the pipeline of digital work as it comes through the technical governance process, with prioritisation and assignment as necessary. Taking into account organisational priorities, good design principles and ensuring financial benefits are identified and tracked
- **Digital Strategy delivery** – taking a supporting role on delivery and further development of the council's digital strategy, embedding best practice and ensuring DDaT is a key part of senior thinking across the council's services and organisations. Additionally, leading on internal promotion of DDaT including presenting, workshops and design of materials.
- **DDaT function development** – defining the future of Barnet's digital capability, including methodology, structure and implementation approaches.
- **DDaT scrutiny** – contributing to the digital function's oversight of DDaT and New Technology business decisions, ensuring best practice and outcomes.

3. Financial Responsibilities:

- The product manager will have no direct budget of their own but will be given the opportunity to set direction and influence the spending of investment. Will be expected to contribute and enable to delivery of significant savings of up to £5m over the life of the programme. A key part of the role will be to scrutinise business cases to ensure deliverables and savings are realistic and achievable

4. Health and Safety Responsibilities (choose one option):

As an employee of the London Borough of Barnet, you are required to:

- Abide by Barnet's health and safety policy and associated arrangements
- Complete mandatory health and safety training
- Follow safe systems of work and use devices/guards provided for safety.
- Wear/use personal protection equipment where issued and instructed to do so, including lone working devices.
- Report any Accident/Incidents/Hazards.
- Take care of your own and other's safety, health and wellbeing

5. Promotion of Corporate Values

To ensure that customer care is maintained to the agreed standards according to the council's values. To ensure that a high level of confidentiality is maintained in all aspects of work. Our values:

Caring / Learning to Improve / Inclusive / Collaboration

6. Flexibility

In order to deliver the service effectively, a degree of flexibility is needed and the post-holder may be required to perform work not specifically referred to above. Such duties, however, will fall within the scope of the post, at the appropriate grade.

7. The Council's Commitment to Equality

To deliver the council's commitment to equality of opportunity in the provision of services. All staff are expected to promote equality in the workplace and in the services the council delivers.

PERSON SPECIFICATION

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Criteria	Essential/Desirable	Assessed by:
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Professional Membership/Qualification		
Educated to degree level or demonstrable equivalent experience	Essential	Application
Agile or other digital methodology qualifications or demonstrable equivalent experience	Essential	Application
Other digital professional qualifications	Desirable	Application
Experience & Knowledge		
Proven experience in a product-led digital environment	Essential	Application/Interview
Proven experience in a public sector digital environment	Desirable	Application/Interview
Evidence of successful delivery across the entire product lifecycle	Essential	Application/Interview
Experience of successful delivery in an Artificial Intelligence environment, or similar new technology such as RPA.	Desirable	Application/Interview
Experience of leadership in multi-disciplinary teams and environments, including matrix working.	Essential	Application/Interview
Deep understanding of modern technology platforms and market, in a public sector context	Essential	Application/Interview
Excellent understanding of GDS Service Standard and wider public sector best practice	Essential	Application/Interview
Skill & Ability		
Outcomes and user-focused – candidate should be able to adapt across a number of projects.	Essential	Application/Interview
Ability to draw on own experience and ability to scrutinise and make decisions on the future direction of projects and programmes.	Essential	Application/Interview
Ability to translate the strategic aims and goals of the borough into deliverable elements, both in the context of product development and wider digital planning	Essential	Application/Interview
Ability to draw on capability across a matrix style of management, including with direct reports as appropriate.	Essential	Application/Interview
A broad range of digital principles, techniques and approaches, and the skill to deploy these appropriately.	Essential	Application/Interview

Development of user stories in conjunction with services and the function's own teams	Essential	Application/Interview
Digital evangelism – promoting best practice and embedding digital principles across the organisation.	Essential	Application/Interview
Values & Behaviours		
Caring		
Integrity- I work with candidates and colleagues in a way that builds trust.	Essential	Application/Interview
Support- I support my colleagues to deliver excellent services. I focus on resolving any issues and capturing lessons learnt	Essential	Application/Interview
Learning to Improve		
Insight- I regularly rely on evidence and professional standards to support my work and decision making.	Essential	Application/Interview
Agile- I am fully empowered to act within the scope of my role	Essential	Application/Interview
Growth Mindset- I take responsibility for my own personal development, growth and learning and support others with their learning and development where I can	Essential	Application/Interview
Inclusive		
Personal Responsibility- I am curious about what is important to others around diversity. I reflect and act upon this curiosity to improve my own understanding	Essential	Application/Interview
Champion Diversity- I recognise the advantages and importance of equality, diversity and inclusion in delivering outcomes for residents, and take an active role to ensure they are implemented and integrated in everything I do.	Essential	Application/Interview
Collaborative		
One Team- I actively and purposefully build my network of relationships with people across the Council and with partners. I proactively seek feedback and evidence as a way of learning from and improving the way I work with others	Essential	Application/Interview

Accountable- I accept responsibility for my own actions and decisions, and demonstrate commitment to ensuring these align to what is best for Barnet	Essential	Application/Interview
Outcomes Focused- I adapt my way of working to best suit the outcome we are trying to achieve within the scope of my role and professional standards	Essential	Application/Interview