

## JOB DESCRIPTION

### JOB TITLE: Product Manager

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#### CONTEXT

Digital UK is owned by the BBC, ITV, Channel 4 and Arqiva. The company co-ordinates management and development of the UK's digital terrestrial television (DTT) platform and the Freeview Play service. Digital UK is co-located and works in close collaboration with Freeview, which leads on consumer marketing of the Freeview brand.

Freeview Play works with 19 of the top 20 device brands in the UK, such as LG, Panasonic, Sony and Humax, and has delivered 3.3 million Freeview Play TVs and set-top boxes since launch in 2015.

#### ABOUT THE ROLE

The Product Manager will be responsible for designing, defining and delivering key aspects of the Freeview Play products; as well as the ongoing lifecycle management and enhancement of product features already in the market. The Product Manager will be expected to initiate and lead a wide range of projects; lead requirements gathering and secure buy-in from senior stakeholders; and then project manage them successfully to completion and maturity.

The successful candidate will report to the DUK Head of Product. They would also work closely with a broad range of internal and external stakeholders such as content providers, device manufacturers, editors, developers, strategists, operational staff and marketers – ensuring our product development planning is integrated and well-managed.

#### RESPONSIBILITIES

- Identify and prioritise the needs and expectations of our users, and ensure that these are always at the forefront of product decisions
- Work with our multiple stakeholders to build up the Product Roadmap, while ensuring that the Freeview Play proposition adheres to common fundamental foundations that are user-centric
- Work with the Strategy Team to assess their competitor/customer analysis, with its impacts on product development prioritisation. Also monitor the market for emergent technologies and UX innovations to inform decision-making
- Create economic support for developing future product features based on commercially justifiable business cases
- Research, design, communicate and deliver complex product development to support innovation and integration of Freeview Play product features
- Strictly prioritise and plan rigorous product development taking account of all relevant factors such as deadlines, staffing and resource requirements, in conjunction with the Tech Teams that will be delivering the work
- Support the Biz Dev and Communications Teams with product expertise to promote Freeview Play to key stakeholders such as retailers and industry bodies
- Interface with internal stakeholders to support operational, service, editorial and regulatory compliance requirements and interpret their requirements into the product roadmap

- Collaborate with the Freeview marketing team in the development of the Freeview Play brand and marketing strategy, and when reviewing branding within products
- Review and challenge where necessary, implementation of Freeview Play functionality on device partners' devices to meet and excel feature integration, prominence and quality objectives

## **SKILLS AND EXPERIENCE REQUIRED**

- Experience of product development and management for a TV platform is preferred; or product development and management within the consumer electronics industry is essential
- Experience of TV app, mobile app and/ or website development is preferred
- Experience in scoping and leading delivery of complex consumer-focused product features to a positive outcome, on time and within budget, with a clear understanding of the technological challenges
- While not a technical role, the candidate must be familiar with technical requirements, and able to follow technical conversations to gather and rank their challenges. They should have an understanding of broadcast and online distribution technologies and technical specifications, such as HbbTV, MPEG, HEVC, DASH, HTML5 etc
- Proven ability to co-ordinate, influence and support commercial negotiations with multiple parties and good stakeholder management
- Deep understanding of or interest in Freeview's viewers, their behaviour and needs and how this shapes development of Freeview Play is beneficial
- Excellent verbal communication and written skills, showing competence with key communication tools: Powerpoint, Excel, JIRA
- Ability to support colleagues' career development and motivate teams
- An understanding of User Interface design principles and an interest in their implementation in consumer devices and applications such as: TV Guides, on demand players, mobile apps

## **PERSONAL ATTRIBUTES**

For successful performance in this role, a candidate must demonstrate the following personal attributes:

- Being a logical thinker and structured communicator – able to reduce complexity when gathering requirements from many parties and then designing optimal products
- Well organised, persistent and self-starting, so can progress negotiations and collaborative development with external stakeholders in a constructive way under challenging and ambiguous circumstances at times
- Strong attention to detail, hardworking and will complete tasks in their entirety
- Able to transform creative ideas into practical reality. Can look at existing situations and problems in novel ways and come up with imaginative solutions
- Effective communication and presentation skills, being able to communicate confidently with all people from colleagues in day to day stand-ups, up to presenting to Board members
- Motivated by commercial drivers and focussed on long term effective outcomes
- Enjoys being a positive part of a dynamic team within a small and lean organisation
- Holds a passion for on demand television, and interested in the long-term health of free quality television in the UK