

JOB DESCRIPTION

Senior Product Manager, Freeview Play

CONTEXT

Digital UK leads development of Freeview, the nation's most widely used television service.

Digital UK is owned and funded by its shareholders, the BBC, ITV, Channel 4 and Arqiva.

The company co-ordinates the management and development of the UK's Digital Terrestrial Television (DTT) platform in the UK. Digital UK is co-located and works in close collaboration with Digital Television Services Limited, which leads on consumer marketing of the Freeview brand. Together these two companies run the Freeview TV platform and services.

Since its launch in 2002, Freeview has evolved to become a multi-platform service offering viewers the best of free-to-view television – live and on-demand – across TVs, set-top-boxes and mobile devices. Digital UK launched Freeview Play as a hybrid TV service in 2015, and subsequently launched its mobile application in 2019 on iOS and Android.

Freeview is the biggest TV platform in the UK, used in 18 million homes, giving viewers access to the country's most popular TV shows, for free. Its connected TV service, Freeview Play is now actively used in almost 5m households. It brings together the best of the UK's free content, live and on-demand from BBC iPlayer, ITV Hub, All 4, Demand 5, UKTV Play, CBS Catchup Channels UK and Horror Bites.

The service is growing fast and following a 5-year shareholder agreement signed in 2018, we have major plans for its future growth.

The Freeview platform works through the principle of the 'horizontal market' – working in close partnership with a range of partners who ensure the end-to-end service for viewers, including manufacturers, content partners, transmission provider Arqiva, retailers, trade bodies and many others. This spirit of partnership is critical to our operating model.

AIM OF THE ROLE

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

This role is within DUK's expanding Product Team, and will involve managing and supporting junior colleagues within that team. The successful candidate will report to the DUK Head of Product Development directly, and the Director of Business Development and Strategy indirectly. 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 in a well-managed manner.

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 and tech teams to build up the Product Development 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

- 10 years' experience of product development for a TV platform is strongly preferred; or product development and management within the consumer electronics industry is essential
- Experience of TV app, mobile app and/ or website development is essential
- 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
- 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, written skills and stakeholder management, showing competence with key communication tools: Powerpoint, Excel, JIRA
- Ability to manage small teams, 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:

- Helpful and collaborative team player. Enjoys being a positive part of a dynamic team within a small and lean organisation
- Able to work under pressure and to conflicting demands
- Self-aware and seizes the opportunity to develop themselves
- 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 in challenging and ambiguous circumstances
- 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, able to communicate confidently with people at all levels
- Highly motivated to support making Freeview a great place to work
- Motivated by commercial drivers and focussed on long term effective outcomes
- Holds a passion for on demand television, and interested in the long-term health of free quality television in the UK

LOCATION

Fitzrovia, Central London