



## Job description

Job Title: Subscriptions Product Manager (Boxall Profile Online)

Reporting To: Director of Products, Services and Impact

Department: Product, Services and Impact

Location: Flexible as homeworking supported

Salary: c.£30,900-£39000 dependent on experience

Benefits: 25 days annual leave + bank holidays, 5% Employer pension contribution

Contract: Permanent

## Main Job Role:

nurtureuk are looking for an experienced Subscriptions Product Manager to drive product growth and improve overall customer experience of our flagship digital product - the Boxall Profile® Online (BPO). The [Boxall Profile® Online](#) supports educational professionals to improve the social, emotional, mental health and wellbeing of children and young people in their care, and ensure that social, emotional and behavioural difficulties are identified early and appropriate plans and interventions are put in place, in order to maximise progress and minimise any negative impact that their social, emotional and mental health may have on their life chances.

We believe in a whole-school approach to promote access to education for all and the Boxall Profile® Online is our key flagship product in this approach.

## About the role

In particular, the post-holder will be responsible for establishing the vision and strategic direction of BPO, lead and work collaboratively with cross-functional teams to ensure continuous technical development of the product and its optimisation, as well as increasing its reach, achieve revenue targets and exceed customer satisfaction. The role includes:

- Strategic planning and revenue generation
- Product management and development
- Customer-centric service
- Market and audiences research and insights
- Marketing and communications
- Line management

## Main Duties:

The elements listed below are not intended to be an exhaustive detail of all duties and responsibilities of the role and the post-holder will be expected to carry out any other reasonable duties that are consistent with the skills, abilities and position of the role.

### **Strategic planning and revenue generation**

- Reporting to the Director of Products, Services and Impact, the Subscriptions Product Manager will develop a five-year roadmap for BPO to support growth in reach, income and impact, in support of the charity's strategic plans
- Drive a plan to identify, develop and maximise market opportunities relating to subscription models
- Collaborate with specialists across the charity to develop and drive clearly defined value propositions, segmented so they are attractive to customers with different needs
- Work with the Business Development unit and direct schools sales team to apply for and secure potential funding for development and rollout potential for Boxall Profile® Online
- Create long and short-term product sales forecasts and analysis, and regular KPI updates, and report to CEO and Board of Trustees

### **Product management and development**

- Collaborate with appropriate specialists to define market and customer requirements for BPO, and developments are planned and delivered to meet customers' needs. ● Provide appropriate insight and lead the BPO product-development process ● From the value proposition, collaborate with specialists across the charity to develop and implement a plan to provide development and support services that contribute to engagement and growth targets and that are scalable
- Work with other team members to ensure commercial opportunities are considered and prioritised in line with the charity's strategy
- Agree appropriate pricing, transaction and subscription models, and manage and report on performance against agreed targets
- Ensure customer-focused use of systems, technology and software that are appropriate and fit for purpose
- Understand technical language and platforms to ensure the BPO platform delivers the best user experience for subscribers
- Prioritise and manage the product backlog, and commission and manage development
- Ensure the continued development of the BPO platform is within budget and on time each quarter

### **Customer-centric Service**

- Ensure that the agreed customer value proposition for BPO subscribers is delivered through a high-quality service offer across all aspects
- Develop a customer-centric and strategic approach to customer service to ensure high levels of customer satisfaction and retention
- Ensure that the customer value proposition for BPO subscribers is delivered through high-quality content and UX in the BPO website and digital channels
- Communicate with users to scope and prioritise work based on business and customer impact, to gain a deep understanding of customer experience ● Identify

and fill product gaps, solicit and capture new ideas that improve customer experience and drive growth

### **Market and audience research and insights**

- Ensure consistent BPO data is collated (users, profiles completed, no of beneficiaries supported, key outcomes on a regular basis)
- Develop BPO case studies in conjunction with the Marketing and Communications team for sales and marketing purposes
- Understand customer needs through continuous research and use market data to inform the decision-making process
- Develop and implement a framework to analyse competition for BPO
- Ensure all new contracts and programmes that include BPO include impact and evaluation criteria that contribute to overall charity objectives

### **Marketing and communications**

- Coordinate with the Marketing and Communications department to plan and execute marketing, sales and engagement activities to ensure wider reach, brand recognition and usage of BPO
- Plan and execute robust acquisition and retention strategies to ensure the long-term use of the BPO and monthly revenue targets
- Create promotion plans to ensure the wider profile of new features and product development
- Determine product pricing based on market research, development costs and anticipated demand

### **Line management/Budget responsibility**

- Be an active member of the team, ensuring nurture**uk** delivers and maintains an excellent relationship with stakeholders in line with its strategy
- Manage, coach and develop team members in line with nurture**uk**'s six principles and values
- Have budget responsibility for BPO development, marketing and other projects

In addition, the postholder will:

- Contribute to the wider development of nurture**uk** in line with its strategic vision
- Promote and role model nurture**uk** values and ensure timely and impactful collaboration across all teams

### **Person Specification – Subscriptions Product Manager (BPO)**

This is an exciting and challenging role, at the heart of an agile organisation with a strong record and reputation, with the potential for real and profound change for children and young people.

The role requires an individual who has direct experience of working across a broad range of the specialist areas of responsibility identified above.

Where an individual lacks specific personal experience of working in a particular area they would be expected to demonstrate evidence to support their potential to do so and an understanding of the factors that will drive success.

### Education, experience and knowledge:

Significant experience working in a Subscriptions/Product Manager position in all or most of the areas of:

- Sound experience and knowledge of product management and development of online subscription-based products
- Knowledge of customer-centric services
- Good experience of strategic planning
- Knowledge of financial planning and strategy
- Knowledge of lean product development and agile development methodologies ● Sufficient technical knowledge to critically engage with developers and understand the software the team is building
- Familiarity with business process improvement and comfortable working on problems that involve people, process and technology elements
- Familiarity with analytics tools and platforms, Salesforce CRM and project management and product development tools
- Acquisition and retention marketing experience
- Research and impact evaluation experience
- Proven ability to lead, set direction, coach, empower and inspire teams to deliver whilst driving through continuous improvement
- Experience of the education sector

### Skills and abilities:

- Excellent communicator with the ability to simplify complex problems and develop workable solutions
- Proactive and innovative thinker with ability to develop ideas, set direction and then deliver
- Business-focused, with a charitable perspective and an understanding on the impact on people matters
- Practical with a positive 'can do' 'hands-on' attitude
- Able to foster trust by delegating, empowering and coaching/mentoring as needed
- Forward thinking and passionate about delivering change
- Ability to manage tight deadlines and changing priorities, engendering confidence in own expertise whilst showing willingness to reflect on and learn from the expertise of colleagues across the organisation
- Role model of the values and behaviours required by nurtureuk

### Person Specification

Person Specification	
	<b>Essential Desirable</b>

<p><b>Professional/Educational Qualifications</b></p>	<p>Is a professional with proven experience in the specialised area of work outlined above</p>	<p>Degree-level qualification</p> <p>Additional relevant product management qualifications</p>
<p><b>Experience</b></p>	<p>In-depth experience in product management, product development and marketing strategies for acquisition and retention of subscription-based products.</p> <p>Experience of developing other staff or volunteers, whether in a formal line-management capacity or otherwise</p> <p>Strategic planning, organisational, time-management and prioritisation skills</p>	<p>Experience of managing product backlogs, and commissioning and managing development for digital products</p> <p>Familiarity with analytics tools and platforms,</p> <p>Salesforce CRM and project management and product development tools</p> <p>Awareness and understanding of technical/coding language and platforms</p>

	<p>Understanding of working within charity governance</p>
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<p><b>Knowledge and skills</b></p>	<p>A good knowledge of the education/charity sector</p> <p>A high degree of flexibility, with the ability to work at both a strategic and hands-on level as the organisation requires</p> <p>Excellent interpersonal and networking skills, able to build positive relationships with internal and external stakeholders and leverage connections</p> <p>Adept at writing and producing evaluation reports on activity and financial performance</p> <p>A good awareness of safeguarding procedures</p> <p>A good understanding of data protection and UK GDPR</p>	<p>Knowledge of lean product development and agile development methodologies</p> <p>An appreciation and understanding of the impact of mental health, emotional and wellbeing upon children and young people learning</p> <p>Good understanding of and passionate about nurture.</p>
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<p><b>Personal attributes</b></p>	<p>Approachable, open manner</p> <p>Collaborative team player</p> <p>Excellent interpersonal skills (written and verbal)</p> <p>Flexible</p> <p>Self-motivated</p> <p>Creative thinker</p> <p>Empathetic</p> <p>Proactive approach to ongoing professional development</p> <p>A commitment to the six principles of nurture.</p> <p>A passionate belief in the impact of nurture in improving the lives of children and young people</p>
<p><b>Other</b></p>	<p>Up-to-date DBS and commitment to safeguarding</p>

**How to apply:**

Applicants are asked to provide a current CV and 2-page covering letter outlining evidence against the essential criteria in the job description, clearly identifying the skills and experiences applicable to the role. Please submit your application to Director of Products, Services and Impact, Tom Ryan: Tom@nurtureuk.org

**About nurtureuk**

**Our vision**

A world where:

1. Child development isn't limited by lack of nurture in education
2. Adults working with and caring for Children and Young People are supported and equipped with evidence-based tools to help them flourish and learn

**Our mission**

nurtureuk is dedicated to improving life chances of every child and young person by promoting nurture across the whole education system and beyond:

- Proud of being a charity and driven by social purpose

- Children and young people's development is at the heart of everything we do • We want to amplify the benefits of nurture for every Child and Young Person within and beyond the classroom
- We are evidence-based and practice-led: 6 principles of nurture

## The Six Principles Of Nurture



### What is nurture?

The concept of nurture highlights the importance of social environments – who you're with, and not who you're born to – and its significant influence on social emotional skills, wellbeing and behaviour. Children and young people who have a good start in life are shown to have significant advantages over those who have experienced missing or distorted early attachments. They tend to do better at school, attend regularly, form more meaningful friendships and are significantly less likely to offend or experience physical or mental health problems. The nurturing approach offers a range of opportunities for children and young people to engage with missing early nurturing experiences, giving them the social and emotional skills to do well at school and with peers, develop their resilience and their capacity to deal more confidently with the trials and tribulations of life, for life.

### History

Nurture groups were the brainchild of educational psychologist Marjorie Boxall in 1969. Large numbers of young children were entering primary school in Inner London with severe emotional, behavioural and social difficulties, which led to unmanageable rates of referral for placement in special schools or for child guidance treatment. Boxall understood that the difficulties presented by most of these children were a result of impoverished early nurturing, meaning they were not able to make trusting relationships with adults or to respond appropriately to other children. They were not ready to meet the social and intellectual demands of school life, which further damaged their already fragile self-confidence and self-esteem.

**For more information please visit:**

<https://www.nurtureuk.org/what-we-do/introducing-nurtureuk>