Job description

Job Title: Senior Digital Product Manager (Boxall Profile Online)

Reporting To: Director of Products, Services and Impact

Department: Product, Services and Impact

Location: Flexible as homeworking supported

Salary: Up to £43,500 dependent on experience

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

Contract: Permanent

Main Job Role:

nurture**uk** are looking for an experienced Senior Digital Product Manager to drive product growth and improve overall customer experience of our flagship digital product - the [Boxall Profile® Online](#) (BPO), and to lead development of future digital products. BPO 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. We also believe that there are opportunities for highly scalable new digital products to sit alongside BPO to advance our mission in line with our five-year strategy.

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 post-holder will also be responsible for identifying and taking opportunities to build new digital products that advance our strategy, have strong market potential and are highly scalable.

The role will include:

- Strategic planning, business model development and revenue generation
- Product management and development (including managing outsourced technical developers)
- Driving new sales, retention and engagement

- New product development
- Market, user and audience research
- Budget responsibility

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, business model development and revenue generation

- Reporting to the Director of Products, Services and Impact, the Senior 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 for the product, to achieve high growth and strong margins
- 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 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

Driving new sales, retention and engagement

- 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
- Coordinate with the Business Development and Programmes teams to ensure BPO is central to large-scale programmes
- Create promotion plans to ensure the wider profile of new features and product development
  Drive appropriate levels of engagement through close work with the Marketing and Communications and Customer Support teams
- Determine product pricing based on market research, development costs and anticipated demand

Product management and development

- Collaborate with appropriate specialists to define market and customer requirements for BPO, and ensure developments are planned and delivered to meet customers' needs
- Provide appropriate insight and lead the BPO product-development process
- 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
- Work effectively with the Customer Support team to ensure that BPO is

offering an outstanding customer experience, delays are minimised, and
customer pain points are designed out
- 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
- Manage outsourced technical developers and technical partners
- Ensure that BPO is technically robust, secure and complies with all cybersecurity and
data protection requirements
- Ensure the continued development of the BPO platform is within budget and on time
each quarter

New product development

- Identify key opportunities for new digital tools, products and services, and key gaps in our offer
- Assess the impact and commercial viability of potential new digital products
- Manage the development of new products and services in line with lean product development
principles
- Manage resource and launch planning for new digital products

Market, user and audience research
- Communicate with users to gain a deep understanding of customer experience and to scope
and prioritise work based on business and customer impact
- Identify and fill product gaps, solicit and capture new ideas that improve customer
experience and drive growth
- Ensure appropriate BPO data is collated
- 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

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 – Senior 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 Product Manager position with all or most of the following areas:

- 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 business-to-business products
- 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 nurture**uk**

Person Specification

	Essential	**Desirable**
Professional/Education Qualifications	Is a professional with proven experience in the specialised area of work outlined above	Degree-level qualification Additional relevant product management qualifications
Experience	Sound experience and knowledge of product management and development of online subscription-based products Good experience of strategic planning 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 Practical experience of user research	Knowledge of lean product development and agile development methodologies 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 Experience of business-to-business products Experience of the education sector Experience of commissioning market research
Knowledge	Knowledge of customer-centric services Knowledge of financial planning and strategy Sufficient technical knowledge to critically engage with developers and understand the software the team is building	Understanding of working within charity governance
Skills	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	
Personal attributes	Approachable, open manner	
	Collaborative team player	
	Excellent interpersonal skills (written and verbal)	
	Flexible	
	Self-motivated	
	Creative thinker	
	Empathetic	
	Proactive approach to ongoing professional development	

| | A commitment to the six principles of nurture.

A passionate belief in the impact of nurture in improving the lives of children and young people | |
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| **Other** | Up-to-date DBS check and commitment to safeguarding | |

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

- We are 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 in line with the six 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