Job description

Job Title:	Digital Product Manager
Reporting To:	Director of Products, Services and Impact
Department:	Products, Services and Impact
Location:	Homeworking
Salary:	Manager (up to £40,000)
Benefits:	25 days annual leave + bank holidays + birthday leave, 5% employer pension contribution, medical cash plan, training and development portal, flexible working
Contract:	This is an 18-month fixed term contract

nurtureuk is a charity that has been working with schools for many years, to improve the mental health and wellbeing of children and young people by removing barriers to learning by promoting nurture in education.

Our mission is to improve the mental health and wellbeing of children and young people by removing barriers to learning by promoting nurture in education. We believe in a whole-school approach to promote access to education for all. With increasing numbers of children and young people affected by social, emotional and behavioural difficulties inhibiting their progress and limiting their life chances, nurtureuk has developed a range of interventions and support to give vulnerable children and young people the opportunity to be the best they can be.

The need for our work has never been greater, and the potential is clear. We have a dedicated team, trustees, and a CEO who is passionate about education and the development of young people.

About the role

We are looking for an experienced Digital Product Manager to manage and develop highly scalable products that make a positive impact on the lives of children and young people.

This is an exciting new role for an experienced and hands-on professional who has a good background in managing and developing new products aimed at a specific audience. You'll help us to deliver our product strategy by taking charge of product management for a small portfolio of existing products, and working to develop new products to meet identified needs in our target markets.

In the role, you will need to work collaboratively with colleagues and outsourced developers to grow the reach of our products, while achieving revenue targets and high levels of customer satisfaction. .

You will use insights from the market, our customers, colleagues and our data to build and improve viable products that meet the needs of customers while making a positive impact on the lives of children and young people.

Key responsibilities include:

- **Product management of a small portfolio of existing products** to drive uptake, reach and revenue
- Ensuring products offer **outstanding customer experience** and value
- Leading **development of viable products** focused on agreed opportunities for positive impact on children and young people
- Working with colleagues to implement **nurtureuk's product strategy**
- **Using user and market insights** to improve decisions on products

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.

- Product management of existing products

- Managing and commissioning product marketing

- Analysing markets and audiences, and using user insights

- Developing and bringing to market new digital products

Product management of existing products

- Design and apply appropriate business models and pricing for products
- Update, develop and retire products in line with the product strategy
- Develop and maintain roadmaps for existing products
- Prioritise and manage product backlogs
- Commission and manage development from technical partners
- Manage and report on performance against agreed targets

Managing and commissioning product marketing

- Develop high-level marketing plans for managed products

- Commission effective marketing campaigns and regular engagement activity to drive product uptake and retention of customers

- Achieve agreed sales targets for managed products

Analysing markets and audiences, and using user insights

- Understand customer needs through continuous research and use market data to inform the decision-making process
- Analyse competing products and competitor organisations
- Analyse market opportunities to drive successful product development
- Communicate with users to gain a deep understanding of customer experience and to scope and prioritise work based on business and customer impact

Developing and bringing to market new digital products

- 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

- Design and apply appropriate business models and pricing for new products
- Manage the development of new products and services in line with lean product development principles
- Deliver operational plans for effective management of new products
- Plan and deliver launch activities and campaigns for new products

Person Specification

We are seeking to appoint a dynamic and creative individual who can take charge of a portfolio of products, innovate, and deliver results within a rapidly evolving children's charity.

We are looking for an individual who embodies nurtureuk's values, and can work effectively as a part of a close-knit team.

Education, experience and knowledge:

Strong candidates should have all or most of the following:

- Sound experience and knowledge of product management

- Experience of managing product roadmaps and product backlogs

- Experience of managing or commissioning marketing of products

- Ability to manage tight deadlines and changing priorities
- Project management experience
- Knowledge of financial planning and budget management
- Sufficient technical knowledge to critically engage with developers and understand the software the team is building
- Familiarity with CRM systems, and business intelligence tools
- Knowledge of business models for business-to-business and business-to-consumer products
- Strong analytical skills and a digital-first and data-led mindset
- Attention to detail and problem-solving skills
- Ability to work in a team environment, and good interpersonal skills
- Ability to develop and maintain good working relationships with a range of stakeholders
- Excellent communicator with the ability to simplify complex problems and develop workable solutions
- Knowledge of lean product development and agile development methodologies
- Role model of the values and behaviours required by nurtureuk

Person Specification		
	Essential	Desirable
Professional/Education Qualifications	A professional with proven experience in the specialised area of work outlined above	

Experience	Sound experience and knowledge of product management

Experience of managing product roadmaps and product backlogs
Experience of managing or commissioning marketing of products

Experience of designing, market-testing and developing viable products

Practical experience of user research

Familiarity with CRM systems

Project management experience | Experience of managing external developers
Experience of using Salesforce CRM
Experience of using Google Workspace
Familiarity with Google analytics and other web analytics tools
Familiarity with business intelligence tools |
| Knowledge and skills | Ability to manage tight deadlines and changing priorities

Strong analytical skills and a digital-first and data-led mindset

Sufficient technical knowledge to critically engage with developers and understand the software the team is building

Excellent communicator with the ability to simplify complex problems and develop workable solutions

Familiarity with business models for digital products

Knowledge of financial planning and budget management

Attention to detail and problem-solving skills

Ability to draw out insights from data to continually improve performance and impact

Ability to develop and maintain good working relationships with a range of stakeholders | Familiarity with systems for education and early years support in the UK
Knowledge of lean product development and agile development methodologies

Familiarity with digital marketing techniques and tools |

Personal attributes	Approachable, open manner Team player - working with colleagues across areas Empathetic Proactive approach to ongoing professional development Ability to manage a fast-paced, unpredictable workload with professionalism and enthusiasm A passionate commitment to improving the lives of children and young people	
Other	Up-to-date DBS Data protection and information security awareness Safeguarding awareness Willingness to undertake CPD to develop within the role and organisation Role model of the values and behaviours required by nurtureuk	

How to apply

Visit our website www.nurtureuk.org to read the job description. Applicants are asked to provide a current CV and one-page covering letter outlining evidence, clearly identifying skills and experiences applicable to the role.

Key dates

- **Closing date:** Friday 15 March 2024 (early applications encouraged as we will interview as applications arrive)
- **1st round panel interviews**: competency-based panel interview (from 21 February onwards)

- **2nd round panel interviews:** competency-based panel interview with task or presentation (from 26 February onwards)

Employee benefits

Nurtureuk is committed to being an equal opportunities employer. We welcome applications from people from all backgrounds and with all different kinds of life experiences. We operate with an inclusive culture which is representative of the Six Principles of Nurture that we adhere to and promote through our work. We particularly welcome applications from male identifying candidates and candidates from a Black, Asian or other minority ethnic background as they are currently under-represented within the nurtureuk team. If you have the right skills for this role, we want to hear from you.

nurtureuk is a fully remote employer, and we operate with a strong culture and commitment of trust in the team. Nurtureuk supplies the resources necessary to create a comfortable working environment from home. We allow for flexible working to be self-managed by the team, so they may work around their other personal commitments. We maintain a hybrid working space in central London (Tottenham Court Road) offering teams the optional opportunity to come together on an ad hoc basis.

All employees receive 25 days annual leave plus an additional day for each year of service, up to a limit of 30 days. This is in addition to all bank holidays and Christmas office closure. Nurtureuk pays 5% employer contributions to pensions and also offers a medicash employee benefits package. This includes cover for a virtual GP, routine dental and optical care, specialist consultations/diagnostics, complementary and alternative therapies, prescriptions, flu jabs and discounted gym membership. There is also access to a 24/7 Employee Support Service providing mental health and wellbeing support.

About nurtureuk

We are nurtureuk, an organisation dedicated to improving the social, emotional, mental health and wellbeing of children and young people. We've been at the forefront of the nurture movement for over 50 years, and today – with ever more children and young people affected by issues that can impact their learning – our work is more vital than ever.
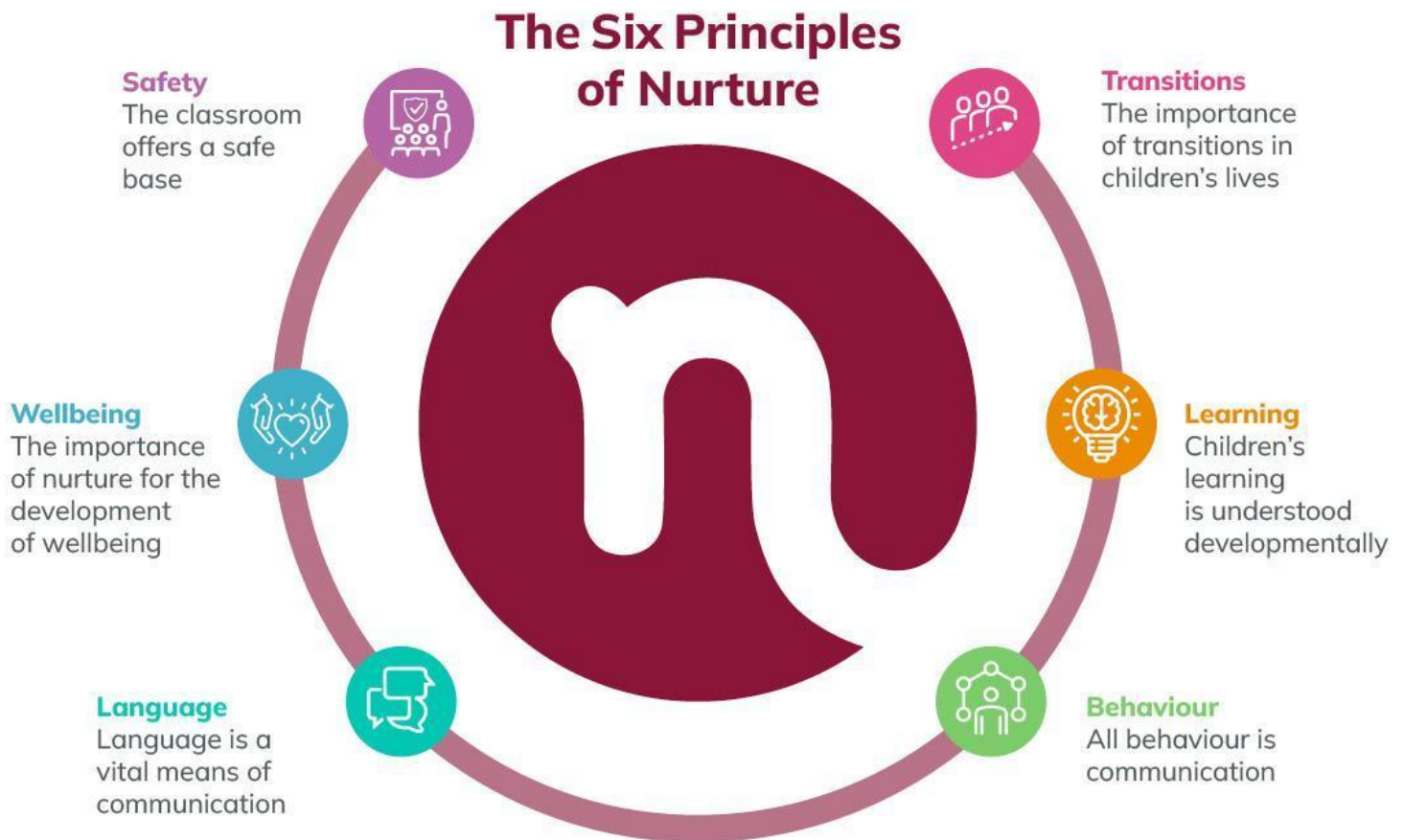
Our vision

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:

- 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

The Six Principles of Nurture

Safety
The classroom offers a safe base

Transitions
The importance of transitions in children's lives

Wellbeing
The importance of nurture for the development of wellbeing

Learning
Children's learning is understood developmentally

Language
Language is a vital means of communication

Behaviour
All behaviour is communication

Authors: Eva Holmes and Eve Boyd

- 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

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:

www.nurtureuk.org/what-we-do/introducing-nurtureuk