

## Person Specification

<b>Job Title:</b> Digital Product/Project Manager	<b>Role Band</b> O2
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### Education and Qualifications

**Desirable:**

- Qualification in design thinking, product development, digital marketing or computer science, or relevant vocational experience

### Knowledge and Experience

**Essential:**

- Experience as a Product Manager, Project Manager, Delivery Manager, Digital Marketing Manager or other closely related digital role
- A proven focus on creating great user experiences that deliver value
- Experience working with technical teams to deliver software products
- Hands on experience with project management software and agile development practices
- Experience of managing high quality content design

**Desirable:**

- Good understanding of UX practices and trends
- Familiarity with content management systems
- Understanding of SEO and web analytics
- Ability to create compelling digital content

### Skills and Aptitudes

**Essential:**

- Proven management skills, able to adapt style to influence across a range of audiences and situations
- A collaborative leader with proven ability to translate ambitious programmes into effective delivery
- Evidence of diplomacy and negotiation - able to detect sensitivities, build consensus and navigate the complexities of people and workplace cultures
- Ability to hold suppliers to account and a commitment to high quality delivery
- Independent, imaginative, and entrepreneurial doer, willing and able to work independently on a fast-paced project

- Ability to hit the ground running, taking up full programme management responsibilities – i.e. scope, plan, delivery and evaluate projects within budget, timeframes and to specification

**Desirable:**

- Quick understanding and oversight of overall operating environment (wider sector, trends and best practice)
- Strong team player with ability to be effective in a range of team roles

**Values and Behaviours**

**Essential:**

- Approachable, personable and effective at building professional relationships and partnerships for project success
- Independent and imaginative with entrepreneurial skills and able to work independently, or as part of a team
- Ability to manage work independently, through managing and planning own workload, making informed decisions with minimal input to tight deadlines

**Desirable:**

- Demonstrated interest in co-operative values, principles and legal forms

**Personal Circumstances** (e.g. full driving licence)

**Essential:**

- Ability / willingness to travel (within the UK) as and when the role requires, including occasional overnight stays