

Product Manager

Job description

Job Title	Product Manager
Department	Learning Solutions
Location	Bristol Office, Hybrid with the flexibility.
Pay Scale	Up to £70k
Contract	Contract (6 Months) potential to go permanent
Hours	Full Time or Part time (4 days per week) - (37.5 hours per week)

The Workforce Development Trust

The Workforce Development Trust is a not-for-profit organisation that provides services that support employers to develop skilled, sustainable, and efficient workforces in the UK and abroad. We operate via our collective of four brands; Skills for Health, Skills for Justice, SFJ Awards and People 1st International, which deliver specialist, targeted skills interventions to support a variety of frontline public services.

Job summary

This is a significant role within the Learning Services Division, reporting directly to the Managing Director, and will be instrumental in helping the division achieve its ambitious growth targets.

The holder of this senior position will be responsible for delivering new products and go-to-market strategies aligned with the company's growth strategies as well as building a strategy to extend the existing product set.

Key responsibilities

Product Strategy and Development

- Have extensive experience Product Management
- Demonstrate experience and skills in building outstanding E-Learning / Education or Training products.
- Define and execute the product roadmap in alignment with the division's strategic goals.

- Lead the development of eLearning solutions, ensuring innovation and user centered design.
- Drive end-to-end product lifecycle management, from ideation to launch and iteration.
- Demonstrate experience in successfully taking new products to market.

Customer Engagement and Research

- Collaborate closely with customers to understand their needs, challenges, and feedback.
- Conduct market research, user testing, and analysis to inform product decisions.
- Build and maintain strong relationships with key stakeholders, ensuring customer satisfaction and product adoption.
- Demonstrate the ability to obtain a comprehensive understanding of client needs.
- A keen understanding of data and focus on data driven decision making.

Go-to-Market Strategies

- Develop and execute go-to-market plans for new products and features.
- Work cross-functionally with marketing, sales, and operational teams to ensure successful product launches.
- Monitor product performance postlaunch and implement strategies for continuous improvement.

Team Collaboration

- Serve as the primary point of contact between the product team and internal/external stakeholders.
- Demonstrate experience of working with colleagues across multiple departments as well as external suppliers to ensure product and service delivery.
- Work closely with instructional designers, developers, and content creators to deliver high-quality learning solutions.
- Provide clear communication and direction, fostering a collaborative and agile environment.

Leadership

- Manage product development budgets.
- Project manage colleagues and associates during the product build phase
- Contribute to business and financial planning.

- Demonstrate an ability to influence throughout the organisation regardless of reporting lines.
- Uphold corporate and financial governance requirements; Act as an ambassador for the Workforce Development Trust within the designated area and more widely, promoting the organisation, its mission and its products and services to contacts and prospective clients.

Communication and Working Relationships

The post holder will be responsible for developing mutual relationships with;

- Workforce Development Trust Group Leadership Team, Managers, and staff.
- Employers and other client representatives and decision makers within the geographical area.
- Strategically important stakeholders, including Government departments, arm's length non departmental public bodies, professional and regulatory bodies, and Partner organisations.
- Other key stakeholders are relevant to the designated areas of responsibility.

General Requirements

- The post holder will be required to work with a high degree of autonomy and must be able to work with minimal supervision.
- This post will have access to in-depth knowledge of a range of highly sensitive, confidential, and contentious data and information requiring complete confidentiality and discretion at all times.

Person specification

Criteria	Essential	Desirable
Education and Qualifications		
Degree and/or management qualification or equivalent demonstrable senior managerial knowledge and experience	X	
MSc or equivalent post graduate management qualification with expertise across leadership and management or equivalent demonstrable managerial knowledge and experience		X
Evidence of continuing ongoing professional development.	X	
Knowledge		
Strong knowledge and understanding of workforce development issues faced by employers within the health and/or justice sectors		X
Strong knowledge of the Training, Learning, and eLearning	X	
Current knowledge of skills development policies as these relates to the health and/or justice sectors		X
Knowledge and understanding of the latest developments in eLearning	X	
Understanding of the commercial requirements of a business	X	
Experiences		
Experience of the complete product lifecycle	X	
Building and executing go-to-market strategies	X	
Acumen in pricing	X	
Experience in eLearning, Education or Training	X	
Proven track of developing and delivering against short and medium term business development plans	X	
Public Sector experience		X
Experience of delivering successfully in a complex and changing business environment with deadlines and potentially conflicting and competing demands		X

Skills and Abilities		
Excellent communication and presentation skills with the ability to articulate a clear vision and present appropriate and well-structured arguments	X	
Well developed influencing, negotiation and mediation skills, demonstrating the ability to overcome objections, resolve differences and arrive at agreements	X	
Ability to manage budgets/resources in compliance with financial controls.	X	
Well-developed project management skills	X	
Capacity to synthesise innovative solutions and ideas to address potential business opportunities.	X	
well-developed team working skills.	X	
Work autonomously and proactively to deliver an agreed plan of action	X	

Job Description Completion

Name	Paul Hobden
Job title	Managing Director
Department	Learning Solutions
Date	03/12/2024

All job descriptions are subject to review. All post holders are expected to be flexible and prepared to carry out any similar or related duties that do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

Safeguarding

The Workforce Development Trust Ltd are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all employees to share this commitment.

Equal Opportunities

The Workforce Development Trust Ltd are committed to eliminating unlawful discrimination and promoting equality of opportunity. Every employee has a personal responsibility to:

- Ensure their behaviour is not discriminatory.
- Does not cause offence.
- To challenge the inappropriate behaviours of others.
- Adhere to the Equal Opportunities policy.

Health and Safety

Under the provisions contained in the Health and Safety at Work Act (1974), it is the duty of every employer to:

- Take reasonable care of themselves and for others at work.
- To co-operate with The Workforce Development Trust Ltd as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment for Health and Safety or welfare at work.

The Workforce Development Trust Ltd will take all reasonable practical steps to ensure your health, safety, and welfare whilst at work. If employed, you must familiarise yourself with the Health and Safety policy and Fire Safety rules. It will be your legal duty to take care of your own health as well as that of your colleagues.

Confidentiality

Within this role there will be a need to use or be party to confidential information. The employee may not disclose any information of a confidential nature relating to The Workforce Development Trust Ltd or in respect of which The Workforce Development Trust Ltd has an obligation of confidence to any third party other than where you are obliged to disclose such information in the proper course of your employment or required by law.

The unauthorised use or disclosure of personal information no matter whether in verbal, written, or electronic format, or through negligence, is regarded as misconduct. Employees are expected to act with integrity both inside and outside the workplace.

Data Protection

If you apply for a position with the Workforce Development Trust, we will use the information you provide to assist in the recruitment and selection process. Under GDPR, the general information that you supply about yourself is known as your personal data and information about any criminal convictions, ethnic origin, and health, amongst other things, is referred to as 'sensitive personal data'.

The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, where necessary, the Disclosure and Barring Service to obtain necessary criminal records checks. The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Workforce Development Trust to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Workforce Development Trust may also need to process data from job applicants to respond to and defend against legal claims.

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if

access to the data is deemed necessary. We will hold details of all applicants until the post applied for is filled. After which, if the candidate is unsuccessful, all documents held will be confidentially disposed of, both electronically and physically. Data will not be held for any longer 3 months of receiving an application. At the end of that period, your data will be deleted or destroyed. If you wish for your data to be destroyed before this period, you may contact the HR department and request for your data to be deleted. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment.

Other Employment

You may not without prior permission in writing of The Workforce Development Trust Ltd, be employed or otherwise engaged in any other business, trade, or profession, either directly or indirectly in any capacity whatsoever.



The Workforce Development Trust

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Skills for
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SFJ
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