



## Job Description

<b>Job Title:</b>	Head of Product
<b>Directorate/Team:</b>	Technology and Insight
<b>Location:</b>	16 Summer Lane or other site/location
<b>Responsible to:</b>	Director of Digital & Product
<b>Responsible for:</b>	Product Managers; Business Analysts (BA function); Solution Development Team (Power Platform: Microsoft Power BI, Microsoft 365 ecosystem rollout/development; Web development; CRM; SharePoint); Software Engineers; UX/Service Designers; DevOps enablement leads (matrixed)  Lead Business Analyst, Design & Development Manager, other roles TBD as function develops
<b>Key working relationships:</b> (internal)	CTIO and Enterprise Architect function; Head of Corporate IT; Head of Technology Systems & Infrastructure; Head of Data; Business Management Unit / Corporate PMO; Product Sponsors & Senior Users; Information Governance; Finance; Research & Strategy
<b>Key working relationships:</b> (external)	Local authority Chief Digital/ICT officers; delivery arms/partners; product vendors and integrators; agencies supporting UX, accessibility, and engineering

### Purpose of the Post

Provide strategic and operational leadership for digital product management and software development across the WMCA. Shape and deliver a portfolio of user centred digital products and services that advance WMCA's priorities and deliver measurable value for residents, businesses, and partners.

Establish and embed best practice Product Management and DevOps ways of working to cover discovery/alpha/beta/live, continuous improvement and development, automated testing, observability, and safe release/rollback; aligning with Enterprise Architecture guardrails.

Work collaboratively with the Head of Data to ensure products consume/publish governed, insights ready data; and with the Head of Corporate IT and Head of Technology Systems & Infrastructure to ensure clear build to run handover, nonfunctional readiness, and sustainable service transition.

### Accountabilities

- Product portfolio ownership: Define and maintain product visions, roadmaps and outcomes; apply discovery/alpha/beta/live lifecycle discipline; ensure benefit realisation.
- DevOps adoption: Introduce and orchestrate DevOps (Continuous Integration/Continuous Delivery – CI/CD, automated testing, observability, safe release/rollback) in partnership with the Technology function; clarify “build run” boundaries and service transition.
- Solution development leadership: Lead the Solution Development team (Power Platform, M365 rollout, Web, CRM, SharePoint), modernising engineering practices and quality and ensuring technical experts and SMEs are appropriately supported, enabled and benefiting from continuous professional development and technical peer support.
- Solution architecture alignment: Own product solution design decisions within EA guardrails; collaborate with Solution Architects (nested with the Enterprise Architect function reporting to CTIO).

- Business analysis & customer research: Lead the BA function and service design/UX to ensure product statements/mandates/briefs are evidence based and stakeholder -owned;
- Data enablement: Work with Head of Data to ensure products consume/publish governed, “insights ready” data and follow privacy/security by design principles.
- Financials & commercial: Manage Opex/Capex budgets for product portfolio; supplier/contract performance; value for money and sustainability commitments.
- Governance & assurance: Adhere to WMCA governance (Architecture Board, Change Advisory Board, Information Governance); publish transparent progress and learning and contributing to ensure technical documentation, practices and standards are maintained and robust.
- Collaboration & stakeholder engagement: build trusted relationships with sponsors, senior users, delivery arms, and external partners; communicate plans, risks and changes clearly.
- Service transition & run-readiness: co-own go-live non-functional readiness (security, availability, operability, support models) with the Head of Corporate IT (corporate platforms) and Head of Technology Systems & Infrastructure (public-realm systems), in line with Change Advisory Board (CAB) governance.
- Data-by-design: ensure product mandates, backlogs and designs are grounded in governed, reusable “insights-ready” data in partnership with the Head of Data; promote input-once and open-data-where-appropriate principles.
- Enterprise Architecture alignment: own product-level solution decisions within EA guardrails, engaging the Enterprise Architect function for design assurance and cross-organisational patterns.

## Responsibilities

### Strategic

- Develop and maintain the Digital Product Strategy and portfolio roadmap, ensuring alignment with Director of Digital & Product’s priorities and WMCA Enterprise Architecture.
- Champion the responsible and ethical adoption of AI into the WMCA’s product portfolio and business processes.
- Establish WMCA’s product management framework—including mandates, discovery, prioritisation, and OKRs/KPIs—with clear sponsorship and senior user accountability, fully integrating product management, business analysis, and user engagement into WMCA’s digital delivery model.
- Govern the product portfolio through transparent problem statements, outcomes (OKRs/KPIs) and benefits maps; sequence value delivery and publish roadmaps aligned to WMCA priorities.
- Work through WMCA governance (Architecture Board, CAB, Data Governance) to agree patterns, standards and change windows; ensure clear sponsorship and senior user accountability for each product family.
- Set and uphold engineering and DevOps standards (such as CI/CD pipelines, automated testing, observability, and secure coding), ensuring alignment with WMCA technology functions and adherence to non-functional requirements like security, availability, and operability.
- Foster effective collaboration and matrix working with the Enterprise Architect function for business engagement and solution architecture, and coordinate with the Business Management Unit and Corporate PMO for project and program governance.
- Ensure product teams engage closely with sponsors, senior users, and stakeholders to co-create, validate, and deliver digital solutions that support WMCA’s strategic priorities and provide measurable benefits.
- Lead continuous improvement of product development and delivery processes by embedding best practices in agile, DevOps, and cross-functional teamwork across the organisation.

### People

- Lead, coach and develop Product Managers, BAs, Engineers, UX/Service Designers, and DevOps enablement leads; build inclusive, high performing, matrix teams.
- Establish communities of practice (Product, Engineering, BA/UX) and career pathways; promote continuous learning and post incident reviews.
- Role model WMCA values and the Nolan Principles in all leadership behaviours.

### Operational

- Run agile delivery across product families (backlogs, iteration planning, demos, retros); maintain realistic yet ambitious delivery pipelines.
- Own release readiness (NFRs, monitoring/telemetry, runbooks, support models) and service transition in partnership with Head of Corporate IT (corporate platforms) and Head of Technology Systems & Infrastructure (public realm systems), including:
  - Hold operational change authority for product releases within scope and participate in CAB; approve release readiness jointly with the Head of Corporate IT (corporate platforms) and Head of Technology Systems & Infrastructure (public-realm systems).
  - Maintain run-books, rollback plans and monitoring/alerting for each product in collaboration with the relevant run owner (Corporate IT or TSI); ensure clean handover and acceptance into support.
- Lead the Solution Development capability:
  - Power Platform (Microsoft Power BI reporting; Power Automate workflow automation) and governance;
  - Microsoft 365 ecosystem rollout/development;
  - Web development, CRM, SharePoint engineering and configuration;
  - Modern API-led integration and code quality practices.
- Collaborate with the Enterprise Architect function on solution designs and technology choices; ensure adherence to EA standards and guardrails and security/privacy by design.
- Partner with the Head of Data to productionise data pipelines and ensure “input once”, transparency and open data where appropriate.
- Participate in WMCA incident management when a product related incident requires product leadership; coordinate with Technology on restoration and post incident learning.

## Financial

- Own relevant Opex/Capex budgets; forecast costs, track benefits and manage FinOps practices for any cloud services supporting public realm platforms.
- Drive commercial performance: procurement strategy, supplier management, contract KPIs/penalties, licensing/commercial models; embed sustainability and social value commitments.
- Financial and procurement authority as set out in WMCA’s scheme of delegation.

## Other

- Be an exceptional communicator both verbally and through report writing to a wide range of audiences including in the political sphere and the media.
- Represent WMCA professionally in regional/national forums; provide clear communications (status, risks, planned changes, lessons learned).
- Contribute to governance forums (Service Review, Change Advisory, Architecture, Information Governance) and respond to internal/external assurance (audit, certification).
- Undertake tasks commensurate with the role as reasonably required.
- Participate in WMCA’s incident management structure, acting as Silver or Bronze incident lead for corporate IT-related major incidents as required, with escalation to the Director of Digital & Product or CTIO as Gold incident lead.
- Embed sustainability in all aspects of corporate IT operations, including energy-efficient infrastructure, responsible lifecycle management of technology assets, and promotion of reuse and recycling in line with WMCA’s sustainability commitments.
- Scope clarifications:
  - Build vs Run: The Head of Product owns change/build (product strategy, design/engineering, release readiness); the Head of Data owns data build/enablement (platforms, pipelines, governance). Run/support for corporate platforms is led by the Head of Corporate IT; run/support for public realm systems is led by the Head of Technology Systems & Infrastructure. Service transition and nonfunctional readiness are co-owned at go live.
  - Governance: Designs and releases adhere to Enterprise Architecture guardrails; CAB approves change windows; data governance (catalogue, lineage, quality, access) is mandatory for all products and datasets.

## Person Specification

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
	E	D	A*	I*	T*
<b>Experience</b>	<b>E</b>	<b>D</b>	<b>A*</b>	<b>I*</b>	<b>T*</b>
Senior leadership of digital product portfolios with measurable outcomes in complex public sector or multistakeholder environments	x		x	x	
Proven introduction and scaling of Product Management and Development	x		x	x	
Leading Solution Development teams covering Microsoft, AWS and/or bespoke App based solutions	x		x	x	
Managing multi-disciplinary agile teams (Product, BA, UX/Service Design, Engineering) and matrix delivery	x		x	x	
Working with Enterprise Architecture guardrails and Solution Architects to assure design	x		x	x	
Collaborating with operational environments to enable effective service transition	x		x	x	
Experience of relevant standards compliance (e.g. WCAG)	x		x	x	
An extensive background in at least one of the areas the post is responsible for	x		x	x	
Experience of managing projects and or programmes in a complex Digital and Data environment.	x		x	x	
Experience of portfolio management in a complex multi tenanted environment.	x		x	x	
<b>Skills / Knowledge</b>	<b>E</b>	<b>D</b>	<b>A*</b>	<b>I*</b>	<b>T*</b>
Product management discipline (discovery/alpha/beta/live, road mapping, OKRs/KPIs, benefits)	x		x	x	
Agile delivery leadership (e.g. Scrum/Kanban), backlog management, stakeholder facilitation		x	x	x	
DevOps & engineering excellence (CI/CD tooling, automated testing, observability, secure coding)		x	x	x	
Solution design literacy, API-led integration, platform governance	x		x	x	
Outstanding communication (technical and non-technical), stakeholder engagement and influence	x		x	x	
Inclusive leadership aligned to Nolan Principles;		x	x	x	
<b>Qualification / Education / Training</b>	<b>E</b>	<b>D</b>	<b>A*</b>	<b>I*</b>	<b>T*</b>
Digital and Data management, service or governance qualifications (E.G. ITIL, Product/Agile/DevOps certifications such as, Product Leadership, Scrum/Agile, SAFe, Azure DevOps/GitHub)		x	x	x	
Member of the British Computer Society or equivalent organisation		x	x	x	
Qualified to degree level (or equivalent) in a Digital and Data related discipline		x	x	x	

\*Key: A = Application, I = Interview, T = Testing/Assessment

## Core Expectations

<b>Health, Safety &amp; Wellbeing</b>	All employees have a duty to take reasonable care for the health, safety, and wellbeing of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
<b>Equality &amp; Diversity</b>	Promote and champion equality and diversity in all aspects of the role.
<b>Learning &amp; Development</b>	Participate in and take responsibility of any learning and development required to carry out this role effectively.

<b>Performance Management</b>	Actively engage in the performance management process and take responsibility for managing performance outcomes.
<b>GDPR</b>	Ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.
<b>Adherence to Policies</b>	Be aware of and comply with all organisation policies.
<b>Other</b>	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

### Values

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
<b>Collaborative</b>	Team Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
<b>Driven</b>	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
<b>Inclusive</b>	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
<b>Innovative</b>	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

### Additional Post Requirements

Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>

### Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family