



Job Description

Job Title:	Product Manager Lead
Directorate/Team:	Technology & Insight, WMCA
Location:	16 Summer Lane or other site/location
Responsible to:	Head of Future Transport
Responsible for:	3
Key working relationships: (internal)	Future Transport team Digital & Data team Swift team and ticketing services Customer experience team Marketing & Communications team Transport Data team Innovation team Bus franchising team Central functions in WMCA such as Procurement, Legal and Finance
Key working relationships: (external)	Transport operators (bus, rail and tram) Intelligent Transport Systems – UK (ITS UK) Department for Transport (DfT) External suppliers such as Mentz, ITO World, Euclid, Unicaard, Amazon Web Service (AWS) and others as required Universities across the West Midlands Other Public Authorities in the UK & Overseas Connected Places Catapult

Purpose of the Post

The Product Manager Lead will provide strong product leadership and direction across multiple agile, cross-functional teams. The post holder will champion the voice of our customers, fostering a deep understanding of their needs and pain points to inform product development. The post holder will cultivate robust stakeholder relationships, ensuring alignment and satisfaction, and be responsible for the successful definition and launch of new features and services.

The Product Manager Lead position requires a deep understanding of data analytics, strategic product management, technical architecture principles, and agile methodologies to drive the continuous delivery of high-quality, user-centric products. The post holder will also lead and mentor small, project-based teams, overseeing their delivery against programme goals and budget, ultimately ensuring the successful introduction of transformative tools and services for the West Midlands.

Accountabilities

- The post holder will hold strategic accountability for a diverse portfolio of end-to-end products and services, ensuring exceptional quality and demonstrable customer value.
- The post holder will be instrumental in defining and driving the product strategy and roadmap, translating user needs and strategic objectives into impactful solutions that align with the WMCA Digital Principles (e.g. user-centred design, data-driven decisions, inclusive services).

Responsibilities	
Strategic	
<ul style="list-style-type: none"> • Champion and drive the product vision, statement and customer value proposition, ensuring alignment with TfWM's strategic priorities and Customer Experience (CX) principles. • Lead the identification of critical service delivery pain points and strategic opportunities, translating them into compelling product strategies and roadmaps. • Collaborate closely with senior stakeholders and partners to define and evolve product strategy, ensuring it addresses critical regional transport needs. • Provide expert product leadership and guidance to multiple cross-functional product teams, fostering a culture of continuous improvement and user-centricity. • Guide teams in the detailed definition and refinement of product backlogs, user stories, and acceptance criteria, ensuring clarity and measurability. • Facilitate and optimise the end-to-end product development process, from discovery to deployment, ensuring agile best practices are embedded. • Proactively engage with customers, operational teams, and delivery partners to clarify requirements, validate solutions, and gather insights, ensuring products truly meet user needs. • Drive the efficient and effective launch of new features and services, working with marketing, communications, and operational teams. • Collaborate closely with the WMCA Enterprise Architect, Business Analysts, Solutions Architects and technical teams to define detailed business processes, system requirements, and functional specifications, ensuring alignment with product vision. • Provide guidance and recommendations on system architecture, API design, and integration strategies to enable scalable, robust, and future-proof product solutions. 	
People	
<ul style="list-style-type: none"> • Manage complex day-to-day stakeholder relationships, acting as a trusted advisor and ensuring clear communication and collaboration. • Represent the product function in strategic and operational discussions, ensuring information service delivery requirements are met for the WMCA, TfWM and its partners. • Contribute to monitoring and evaluation programmes, ensuring the impact and success of product initiatives are clearly evidenced and communicated. 	
Operational	
<ul style="list-style-type: none"> • Continuously analyse customer data, feedback, trends, and analytics, to identify opportunities for product improvements, articulating the impact on key performance indicators (KPI's) and customer experience. • Conduct comprehensive product appraisals (including UX, CX, technical attributes), identifying strengths, weaknesses, and areas for strategic enhancement. • Champion a data-driven and evidence-based approach to product decision-making and change management, effectively articulating priorities to stakeholders. • Work seamlessly across business functions and with external suppliers, to ensure a consistent and positive customer experience at every stage of the customer journey. 	
Financial	
<ul style="list-style-type: none"> • Ensure products can report on key financial metrics and reporting required for financial teams, particularly where products are retailing tickets or processing payments. • Ensure costs are clearly articulated and reported to seniors and financial teams (such as system costs (both Capex and Opex requirements), development costs, integration costs, and others). 	
Other	
<ul style="list-style-type: none"> • Ensure all product activities and outcomes actively promote equality, diversity and inclusion. • Maintain a strong understanding of relevant data compliance and security standards (e.g. GDPR, Cyber Essentials, PCI DSS) and embed them into product development practices. 	

Person Specification

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
	E	D	A*	I*	T*
Experience					
Proven experience leading the end-to-end development and lifecycle of high-quality digital products or services.	X		X		
Experience in defining and implementing product strategy and roadmaps.	X		X		
Demonstrable experience leading and guiding cross-functional product teams within an agile environment.	X			X	
Extensive experience in stakeholder management, influencing, and building consensus with diverse groups.	X		X		
Experience of working with a variety of stakeholders, within the transport / mobility sector.		X	X		
Experience in translating complex data insights into actionable product decisions and improvements.	X			X	
Experience in producing clear, concise, and impactful product documentation (e.g. strategies, roadmaps, user stories).	X			X	
Experience with data capture, analysis, and management of complex datasets across a variety of applications.	X			X	
Experience in analysing and optimizing business processes related to digital product delivery.		X		X	
Proven experience recommending or defining system architecture and API strategies for digital products.		X		X	
Skills / Knowledge	E	D	A*	I*	T*
Deep understanding and practical application of user-centered design principles, technology capabilities, and data-drive decision making.	X		X		
Understands the range of available technology choices and makes evidenced decisions based on user need and value for money.	X			X	
Expertise in a range of product management principles and approaches (e.g. lean, agile, design thinking).	X			X	
Ability to critically appraise products and identify strategic areas for improvement.	X			X	
Strong strategic thinking and problem-solving skills, with the ability to translate vision into actionable plans.	X			X	
Proven ability to implement and operationalize best practices in new product or service development.	X			X	
Comprehensive understanding of the different phases of product delivery and the ability to lead or contribute to them effectively.	X			X	
Understanding and awareness of incident management and service support frameworks / processes to ensure effective product builds.		X		X	
Strong analytical skills, with a proven ability to interpret data and drive insights.		X	X		
Excellent client and team building skills, fostering collaborative and high-performing environments.	X		X		
Ability to technically appreciate requests into operational teams and articulate priorities with supporting evidence.	X			X	
Self-motivated, proactive, and self-starting with a strong drive for results.	X		X		
Strong time management and organisational skills.	X		X		
Excellent communication skills (verbal, written, and interpersonal), with the ability to articulate complex concepts clearly.	X			X	

Demonstrate an understanding of data and digital product licensing		X		X	
Solid understanding of business process mapping and re-engineering.		X		X	
Knowledge of system architecture and common API principles.		X		X	
Experience working effectively with Business Analysts to translate high-level needs into detailed requirements.		X		X	
Familiarity with key transport data standards and systems (e.g. NaPTAN, BODS, DARWIN etc.)		X	X		
Qualification / Education / Training	E	D	A*	I*	T*
GCSE & A Levels	X		X		
University undergraduate degree in a relevant field	X		X		
University Masters degree in a relevant field		X	X		
Product Management related courses or training	X		X		
Agile development / project management related courses or training		X	X		

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

Core Expectations	
Health, Safety & Wellbeing	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.
Equality & Diversity	Promote and champion equality and diversity in all aspects of the role.
Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	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.
Adherence to Policies	Be aware of and comply with all organisation policies.
Other	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
Collaborative	Team Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.

	Problem Solving	Go for clear and simple whenever possible.
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Additional Post Requirements									
Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

Job Evaluation Details			
Date Evaluation Agreed	JEP Reference	Grade	Job Family