



Job Description

Job Title:	Product Manager
Directorate/Team:	Technology & Insight
Location:	16 Summer Lane with at least 2 days a week spent in the office
Responsible to:	Product Manager Lead
Responsible for:	0 (matrix leadership of multidisciplinary teams)
Key working relationships: (internal)	Product leadership, service owners, operational teams, design, data, engineering, delivery, commercial and policy teams
Key working relationships: (external)	Suppliers, delivery partners, research agencies, and other public and private sector stakeholders

Purpose of the Post

The Product Manager will lead the development and continuous improvement of a range of digital products and services that support the organisation's objectives.

This role will work across a varied portfolio, which may include customer-facing products, internal tools, and data-driven services. The postholder will ensure products are user-centred, accessible, and aligned with organisational priorities, delivering value for customers.

The Product Manager will play a key role in understanding customer needs, shaping product strategy, and leading multidisciplinary teams to delivery high-quality, outcome-focused solutions. They will operate in a complex stakeholder environment, balancing customer needs, operational requirements, and technical considerations.

The role also contributes to building product management capabilities and embedding modern, agile, and evidence-based ways of working across the organisation.

Accountabilities

- Responsible for the delivery, performance, and continuous improvement of a portfolio of digital products or services.
- Own and evolve product vision, strategy and roadmaps, aligned to organisational goals and customer needs.
- Ensure products deliver measurable value, support outcomes, and represent effective use of resources.

Responsibilities

Strategic

- Define and communicate clear product vision and strategy across a varied portfolio of digital products and services.
- Identify customer needs, operational challenges and opportunities, translating them into prioritised product outcomes.
- Work with stakeholders to align product direction with organisational priorities, policies and service goals.
- Champion customer-centric, inclusive, and accessible design principles.
- Embed agile and iterative ways of working, supporting continuous improvement and learning.
- Contribute to the development of product management practises and capability across the organisation.

People
• Provide day-to-day leadership and direction to multidisciplinary teams, supporting them to deliver effective outcomes. • Build strong, collaborative relationships across a wide range of stakeholders with differing priorities. • Act as a trusted advisor, helping stakeholders understand product approaches, trade-offs and priorities. • Communicate clearly and effectively with both technical and non-technical audiences.
Operational
• Lead products through the full lifecycle, from discovery and design to delivery and ongoing improvement. • Prioritise and manage product backlogs to ensure focus on high-value outcomes. • Use qualitative and quantitative data, including customer research and service performance metrics, to inform decisions. • Work closely with design, data, and engineering teams to deliver scalable and sustainable solutions. • Ensure consistency and quality across customer-facing and internal services. • Balance short-term delivery needs with longer-term strategic goals.
Financial
• Ensure products deliver value for money and contribute to efficient service delivery. • Support investment decisions, business cases, and prioritisation activities where required.
Other
• Ensure all product activities support equality, diversity and inclusion. • Embed data protection, privacy, and security considerations into product development. • Act as a role model for collaborative, customer-centric, and outcome-focused ways of working.

Person Specification					
Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A*	I*	T*
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 transport/mobility, housing, skills or environmental 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-centric 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*

***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.

Additional Post Requirements

Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes ☐	No ☐	Yes ☐	No ☐	Basic ☐	Standard ☐	Enhanced ☐	None ☐	Yes ☐	No ☐

Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family