

Title:	Head of Product and Membership Propositions
Directorate:	Marketing and Customer Experience
Responsible to:	Director of Marketing & Customer Experience
Location:	London (3 days a week in the office/ hybrid with working from home)

OVERALL, PURPOSE

Lead the product and membership proposition team to deliver, develop and improve our product and service portfolio and meet our commercial targets. Ensure in life products and services are fit for purpose, and lead on product development. Responsible for product pricing, operational processes, documentation, customer satisfaction, and analysis of financial performance. Champion our purpose and values to ensure the needs of the member are at the heart of everything we do and work with Communications and Corporate Affairs to ensure Institute messaging flows through the member collateral.

KEY RESPONSIBILITIES

1. Develop, communicate, and execute a clear product strategy through the Institutes member value propositions that reinforces the Institute's status as the leading expert in customer service.
2. Oversee product positioning and value proposition development, delivering strong messaging in our member-facing assets.
3. Manage a programme of development and review for new and in-life products to achieve revenue generation, member engagement, customer satisfaction targets and retention.
4. Manage customer and product support services, to meet members' needs and drive engagement and retention.
5. Manage and monitor revenue performance of products and course-correct as necessary to ensure revenues are maximised and financial targets are met.
6. Analyse external and internal data and member feedback to identify opportunities for continuous improvement and make recommendations.
7. Work with colleagues to implement product / process / system changes that provide consistent standards of delivery across the business.
8. Work with the Head of S&Q to develop, deliver and review our accreditation, standards and quality frameworks for new and existing products and services (including training, qualifications and assessment) to ensure the integrity and consistency of standards is defined and maintained.
9. Manage and monitor the pricing strategy for products and services to ensure they achieve an appropriate return and support the overall purpose of The Institute.
10. Establish comprehensive customer experience metrics to measure success and allow The Institute to understand the voice of the customer across all its touchpoints.
11. Apply an 'outside in' approach and relevant research (including quality audits, customer feedback, marketing intelligence and PEST analysis and our Breakthrough research and UKCSI) to ensure that we continue to innovate our customer experience and product development in line with market and member needs and measure overall satisfaction with The Institute.
12. Maintain breadth and depth of knowledge to provide advice on our products and services.
13. Review and maintain criteria for individual membership levels to ensure alignment with Institute objectives and standards.

Job Description

14. Determine the standards for and scheduling of the production of marketing collateral for all value propositions, products, and services to ensure high quality materials and appropriate tone of voice.
15. Oversee maintenance and development of the Virtual Learning Environment (VLE) to ensure content remains relevant and meets both customer and business needs.
16. Create and maintain product specifications for suppliers and manage relationships to ensure delivery to our standards and within budget.
17. Manage and coach direct reports to ensure effective performance delivery, meaningful personal development, and engagement with the purpose and values of The Institute.

ROLE DIMENSIONS

Roles managed directly and indirectly:

Direct: product marketing executive;

Financial responsibility / budget:

Budget management for product development and customer experience innovations.

Delivery of product revenues against targets.

Other developments as agreed in business plan.

Key relationships

Internal: Senior Managers; Academy, Standards and Quality; IT and Operations; Client Development Directors; Client Delivery Managers; Business Development Director; Communications and Corporate Affairs; CEO office.

External: Members; suppliers; research agencies.

Authority to act on behalf of the Institute

None.

SUCCESS CRITERIA

- Customer satisfaction with product portfolio and overall perception of our value proposition
- Achieve product performance targets and income targets
- Demonstrate the ROI of existing products and services
- CRM and other data are maintained, reliable and accurate
- Excellent relationships with and delivery by external partners
- Product and service knowledge and materials are current across all areas of The Institute
- Appropriate stakeholder relationships are maintained and feedback from members ref. products and services is of appropriate standard. Accreditation, standards and quality frameworks seen by customers as a tangible differentiator
- Customer feedback on value propositions and service delivery is high
- Projects delivered on time, to quality, KPIs and budget
- Employee engagement survey results

PERSONAL DEVELOPMENT

It is your personal responsibility to ensure that your own professional knowledge and job skills are fully up to date at all times.

Job Description

The manager is responsible for managing the performance and development of team members to achieve the business goals along with satisfying each member's own personal career aspirations.

The role holder is required to perform related duties as required. This job description does not necessarily include every responsibility, requirement or skill associated with the role. It is intended to reflect the role currently and the manager and role holder will revise the job description as necessary to ensure the needs of the Institute and its customers can be met.

PERSON SPECIFICATION – HEAD OF PRODUCT & MEMBERSHIP PROPOSITIONS

Knowledge

- Product lifecycle, design and launch processes
- Product positioning and marketing of products
- Customer journey mapping methodologies
- The role of technology in customer service delivery and where appropriate
- Digital user design and innovation
- Knowledge of PEST and competitor analysis
- Knowledge of appropriate segmentation strategies
- Project management and control mechanisms
- Principles of standard setting / quality frameworks and how these affect product development
- Qualifications frameworks (desirable)
- Accreditation and assessment methodologies (desirable)
- Learning management systems (desirable)

Skills

- Strong skills in writing copy and product outlines for member consumption
- Able to synthesise different elements of PEST analysis to demonstrate understanding of the environment in which the customer organisation is working
- Able to demonstrate the ROI of customer service and the ROI of The Institute's offerings
- Analytical skills: uses data to lead decision-making and provide tangible recommendations
- Strong people / performance management and motivational leadership skills
- Able to plan and manage budgets and track financial performance accurately
- High standard of written and verbal communication skills in English
- Open communications style to ensure healthy and respectful debate and better decision-making
- Stakeholder management across multiple disciplines
- Impactful presentation and influencing skills at a senior level
- Challenges and influences effectively to ensure the customer is at the heart of decision making
- Creative thinker who can build on others' ideas
- Able to make commercial decisions
- Able to manage product performance against targets
- Robust organising, planning, project control and delegation skills
- Planning and managing budgets
- Able to manage changing requirements as well as multiple overlapping projects at one time
- Microsoft competency levels: Advanced Word, Excel and PowerPoint

Attitudes

- Lives The Institute's values
- High integrity

- Proactive and solution-oriented
- Energised by change
- Seeks best practice
- Tenacious and resilient to deal with setbacks and drive focused effort
- Enjoys working under pressure across a diverse range of activities
- Innovative: generates and encourages new ideas

Experience

- Strong experience (ideally 3-5 years) of product management in a B2B or B2C environment
- Working with and influencing senior internal and external stakeholders
- Leading and delivering product / service portfolio strategies
- Design and delivery of end-to-end customer experience
- Track record of achieving revenue targets from value proposition, product and service delivery
- Team leadership / line management experience
- Success achieved through effective partnership and team working in virtual team / matrix environment
- Participation as specialist member of multi-disciplinary project team
- Managing supplier / contractor relationships

Education and Professional Qualifications

Educated to degree level or equivalent

Occasional travel to other locations is required.