Alzheimer's Society

# Senior Product Manager

## Job description

Together we are help and hope for everyone living with dementia



# Who we are

**Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.**

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

**Together with our supporters, we're working towards a world where dementia no longer devastates lives.**

# Our values

**Our values tell everyone who we are as an organisation.**

**Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.**

**Our values are evident in everything we do, how we do it and how we work together.**

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



### Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



### Trusted expert

We're listening, we're learning and we use experience and evidence.



### Better together

We're open, we combine our strengths and we achieve more together.



### Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

# Senior Product Manager

## Position in the organisation

Reports to the Product Lead
May manage Product Managers (directly or in a matrix-management environment)
Member of our Digital team
Part of our Technology directorate

## Purpose of this role

We're hiring for an experienced and practising Senior Product Manager to lead delivery of digital services at the Alzheimer's Society. You'll lead multidisciplinary product teams delivering a sustainable, user-led approach to the provision of dementia services, generating funding for groundbreaking research, and campaigning to make dementia the priority it should be.

We are embarking on an exciting technology transformation programme, partnering with the wider Society to achieve our Help and Hope strategy by delivering modern, secure and user-centred tools, enhancing capabilities, simplifying operations, and fostering innovation. We will apply the mindsets of the internet-era to make our services as tailored and inclusive as possible, so that we can maximise our impact on people's lives.

The Alzheimer's Society is needed more than ever. We're at a pivotal moment for dementia. We're already having a huge impact and making a difference to people's lives, both today, thanks to our support for people affected by dementia, and in the future, thanks to our research and campaigning. Meanwhile, breakthroughs in research, improvements in diagnosis rates, and changes in perceptions have given hope that one day we will be able to end the devastation of dementia. This makes it even more important that our efforts are underpinned by best-in-class technology.

You'll lead an agreed product or product area, setting its goals, strategy and priorities with your Product Lead and multidisciplinary colleagues. Your work will contribute to the Society's priorities, including risk awareness and reduction, earlier detection and diagnosis, treatment, care and ongoing support, and making dementia the priority it should be. You'll help shape how people get help from us, improving products that collectively support over a million people affected by dementia every year and help thousands of people daily.

The Senior Product Manager role will shape and deliver digital products that advance our strategic priorities and improve outcomes for people affected by dementia. This could include contributing to Risk Reduction, Detection, Treatment and Care priorities, and exploring other major strategic opportunities. You'll also help strengthen our product capability through recruitment and coaching. This role will have the opportunity to work on a wide range of externally-facing and internal products as the organisation's needs evolve.

You'll develop a product roadmap, collaborating with a wide range of stakeholders, and balancing user needs alongside organisational priorities. You will help create or scale our products to thousands of users. You'll be:

- Leading the creation and evolution of the product vision, strategy, and objectives
- Discovering, defining, and validating problems and solutions presented by user insight, stakeholder priorities, organisational needs, and technical team members

- Coordinating across complex dependencies to deliver features that improve the overall user experience
- Engaging with teams across the organisation to align plans, understand priorities, and communicate changes to users
- Collaborating with software engineers, technical architects, designers, IT delivery and IT management colleagues and external partners to make sure our services are flexible, sustainable and deliver real-world value
- Tracking and monitoring product performance and user outcomes to iterate and improve on features
- Taking a responsible and ethical approach, considering the social impact our services create and minimising potential unintended consequences

We are looking for someone who exemplifies our values, someone who is: **Determined to make a difference** when and where it matters most. **A trusted expert** who believes in working **Better together** and demonstrates true **Compassion**.

## Key accountabilities and responsibilities

This role aligns with SFIA 9 level 5 PROD (Product Management). Duties include:

### Lead and deliver digital products and platforms

- **Strategy and stakeholder management**. Develop ambitious product visions and strategies. Get the organisation and team to buy into your ideas. Engage with teams across the organisation to understand priorities, align plans, and communicate with senior stakeholders. Work with non-technical stakeholders to learn from their expertise.
- **Value and outcomes:** Use qualitative and quantitative evidence to measure value, test assumptions and inform priorities. Focus on outcomes, not solutions. Translate the vision into prioritised, deliverable goals. Track product performance, real-world impact and user outcomes to **evolve the product** or change direction. Take considered, **evidence-led** decisions and **share learnings from both success and** mistakes.
- **Leadership:** Lead the creation and evolution of the product vision, strategy, and objectives. Lead your product team towards a common objective, without being a line manager. Develop the credibility and influence to bring people with you. Navigate ambiguity and uncertainty and support your team to do so. Create an equitable, inclusive, and collaborative culture. Ensure the team knows how their work relates to organisational objectives and user needs.
- **User-centred design:** Work with research, design, lived-experience and involvement colleagues to understand user needs and involve people affected by dementia, carers, supporters, volunteers and colleagues throughout the product lifecycle. Translate evidence into user stories and design approaches or services that meet those needs, building meaningful relationships with users. Make accessibility and dementia-inclusive design part of product acceptance criteria and continuous improvement.
- **Agile working:** Use agile methodology and apply an agile mindset to all aspects of your work. Create a fast-paced, evolving environment and use an iterative method and flexible approach to enable rapid delivery.

- **Technology and data:** Work with partners and colleagues to enable and understand available technology choices and dependencies, favouring connected, reusable capabilities and simpler user and colleague journeys where they meet the need. Identify and test opportunities for efficiency improvements and use of emerging technologies responsibly, working within agreed security, privacy, accessibility and ethical requirements. Use awareness of the wider digital economy and advances in technology to inform options.
- **Responsible and ethical approach:** take a responsible and ethical approach, and minimising potential unintended consequences. Understand and work within given parameters, including (but not limited to) technology, policy, regulatory, information management, financial and legal constraints.
- **Lifecycle perspective:** Understand the different phases of product delivery and contribute to, plan or run these. Maintain a product or process through the delivery phases, into live, and then into retirement. Shape and lead a team through the different phases of the product delivery lifecycle.

### Financial and operational management

- **Financial and partner ownership:** Secure funding for agile delivery through well-reasoned business cases and through delivering good pitches. Prioritise spending based on return on investment, proportionality and strategic intent for realisation of benefits. This may include contract ownership and accountability.
- **Operational management:** Work closely with other operational delivery teams such as information governance, procurement and commercial, projects and planning, finance, learning, and operations. Understand incident management and service support so that products are built effectively. Overcome operational constraints to deliver a successful product or service.

### Manage Product Managers

- Line manage and coach members of the product community as we continue to grow
- Build a team culture in line with our organisational values of being determined to make a difference, a trusted expert, better together, and compassionate
- Inspire a culture of learning, collaboration and working in the open

### Other

- Deputise for Product Leads and supervise product teams, as required from time to time.
- Undertake any other duties as may be reasonably required within the scope of the role

### We are looking for someone who can…

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that personal information remains confidential.

- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

## Person specification and selection criteria

| Skills & knowledge | Application (A) or Interview (I) |
|---|---|
| Successful track record of leading multidisciplinary teams to deliver digital products using agile methodology in a large and complex organisation | A/I |
| Significant experience in understanding and balancing user, organisational, and technical needs and knowing how to balance these when setting product strategy and direction | I |
| Significant experience of researching, prototyping, launching and scaling products and platforms from inception to live | A/I |
| Ability to embody a product-mindset and be intensely user-focused, using qualitative and quantitative data to track progress against user outcomes | A/I |
| Passionate about Tech for Good and with a proven desire to work in an equity-driven organisation solving complex problems | I |
| Demonstrable technology and data understanding, including platforms, APIs and microservices architecture, analytics, responsible use of AI or emerging technology, and managing the relationships between interdependent product, platform and partner teams | A/I |
| Commitment to sharing your knowledge, having mentored and coached others. Embrace the value that comes from working in the open and sharing with other organisations | I |
| Demonstrable influencing skills, with the ability to persuade and negotiate with senior stakeholders up to Director level, including communicating methodologies and projects to a diverse, non-expert audience who may be sceptical of a user-first or agile approach | I |

| | |
|---|---|
| Experience of leading a team, gained through direct management or matrix management, with the ability to coach and develop others. | A/I |

| Competencies & personal attributes | Application (A) or interview (I) |
|---|---|
| Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves. | A |
| Be a self-starter and incredibly motivated. | I |
| Excellent organisational and timekeeping skills. | A/I |
| Excellent attention to detail. | A |
| Non-judgemental communication | I |
| Commitment to and understanding of equal opportunities | I |
| Understanding of the inclusion agenda and its relevance within a diverse society | I |

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# Our benefits

## Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers

## Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy

## Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications

## Family & Dependants

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning

## Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards

## Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave