

# Product Lead

## 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.

# Product Lead

## Position in the organisation

Reports to the Associate Director of Digital & Data.

Line Manages a Senior Product Manager in a matrix-management environment.

Member of our Digital team and part of our Technology directorate.

## Purpose of this role

We're hiring a Product Lead, a vital role overseeing the software products and tools that underpin the Society's 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.

This role leads and develops high-performing product teams at the Society. This includes responsibility for new products and platforms; and supporting the existing product estate. The role is also a key specialist leadership position; responsible for establishing our product approach and community of practice, and for managing and developing product management professionals.

Our digital team has a critical role to play in change; to enable the ongoing modernisation of the Alzheimer's Society's operations in support of the organisation's overall Help and Hope strategy:

1. Reach more people – especially those who have the least ability to support themselves or each other, and the communities that rarely receive dementia support and experience the detrimental effects of health inequality.
2. Ensure more people get an accurate diagnosis faster - and then receive a seamless transition into effective ongoing support, including support from Alzheimer's Society.
3. To make dementia the priority it should be by influencing by influencing local and national decision-makers and increasing public awareness of the disease.
4. Increase our impact and strengthen our understanding of what makes the biggest difference to people living with dementia. We do this by listening to and amplifying the many diverse voices of those with lived experience of the disease.

You'll be helping to run one of the UK's most important charities as part of a close-knit and collaborative digital, data, and technology directorate and working closely with colleagues across the organisation.

You'll be working on products that help over a million people affected by dementia every year, and your work here will make a huge difference to their lives. You'll be setting the goals, strategy and priorities for a cross-functional product portfolio, and defining the way thousands of people get help from us daily.

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 6 PROD (Product Management). Duties include:

### Lead and deliver digital products, platforms, and end-to-end services

- **Strategy and stakeholder management:** Develop ambitious 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:** Measure value and use qualitative and quantitative data to inform decisions. Focus on outcomes, not solutions. Translate the vision into prioritised, deliverable goals. Take considered, data-driven decisions and have the humility to learn from mistakes. Track and monitor product performance and user outcomes to iterate and improve on features.
- **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.
- **Product management:** Use a range of product principles, techniques, and approaches. Discover, define, and validate problems presented by user insight, stakeholder priorities, organisational strategy, and technical needs. Create and continually evolve the product roadmap, working in the open. Coordinate across complex dependencies (for example with other channels, products, and services) to deliver features that improve the overall user experience.
- **User-centred design:** Identify users and what their needs are, based on evidence. Translate user stories and propose design approaches or services to meet these needs. Engage in meaningful interactions and relationships with users.
- **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:** Demonstrate an understanding of technology and data; including the range of available technology choices. Make informed decisions based on evidenced user need and value for money. Have awareness of the wider digital economy and advances in technology.
- **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 ownership: Secure funding for agile delivery through well-reasoned business cases and through delivering good pitches. Prioritise spending based on return on investment 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.

### Take an active role in the leadership team for Digital

- Work closely with the Head of Digital, our communities of practice, and specialist discipline leads to help define and deliver our Digital strategy.
- Communicate the value of our work with teams across the organisation to continuously improve how we work together across products, platforms, and services.
- Spread your knowledge and mentor other product people in the product community.

### Manage Senior Product Managers and Product Managers

- Line manage and coach members of the product community as we continue to grow.
- Establish product ways of working that support the Society's mission and strategy.
- 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.

### Other

- Deputise for the Head of Product 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 high transactional digital products and platforms using agile methodology in a large and complex organisation.	A/I
Extensive experience in understanding user, organisational, and technical needs and knowing how to balance these when setting product strategy and direction.	A/I
Extensive experience of researching, prototyping, launching and scaling products, platforms, and end-to-end services 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.	I
Significant experience working with cloud architecture, infrastructure, APIs and microservices architecture, and managing relationships between interdependent technology, product and platform 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
Strong influencing skills, with the ability to persuade and negotiate with stakeholders of all levels, including CEO, board and trustee level, including communicating methodologies and projects to a diverse, non-expert audience who may be sceptical of a user-first or agile approach.	I
Passionate about Tech for Good and with a proven desire to work in an equity-driven organisation solving complex problems.	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

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

*Follow us on Twitter and Instagram @Alzheimerssoc and Like us on Facebook or check out Alzheimer's Society YouTube channel [youtube.com/AlzheimersSociety](https://www.youtube.com/AlzheimersSociety)*



# 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