Job Description

Job Title: Digital Product Manager - Web Platforms & Products	**Service Area**: Digital, Data and Service Design	
Directorate: Digital, Data and Technology	**Post Number:** 10029877	**Evaluation Number:** 7895
Grade: Proposed PO5	**Date last updated:** October 2026	

EQUALITY AND DIVERSITY

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.

PROTECTING OUR STAFF AND SERVICES

Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.

Overall Purpose of Job

- The Digital Product Manager is responsible for the vision, roadmap, governance and continuous improvement of the Council's resident-facing engagement and self-service digital platforms. The role ensures residents can easily access information, engage with the Council, participate in consultations, and complete digital transactions through accessible, user-centred and effective digital services. The post holder is responsible for maximising the value, adoption and performance of these platforms, ensuring they align with the Council's digital strategy and service transformation objectives.

- To provide strategic product leadership across the Council, translating corporate priorities into prioritised product roadmaps and ensuring that investment in digital platforms delivers measurable resident outcomes, service improvement, efficiencies and value for money.

- To own and be accountable for the strategic vision, roadmap, prioritisation and performance of user-centred digital products, making evidence-based decisions and resolving competing priorities to improve resident and officer outcomes.

- To work in a collaborative manner across services and projects to deliver digital products that align with the Council's digital strategy and in line with corporate and service priorities to improve user experience.

- Develop clear hypotheses for product enhancements and validate them through structured testing.

- Align product vision with organisational goals such as digital inclusion, channel shift and service transformation priorities.

- Facilitate workshops and co-design sessions to refine direction and gather insights from diverse stakeholder groups.

- Actively identify opportunities for shared platforms, reusable components and scalable digital capabilities.

- Support services to transition from legacy systems or manual processes to modern digital tools.

- Ensure product choices consider longer-term sustainability and operational support.

Job Context

- The post holder reports to the Lead Digital Products Manager
- The post holder has no direct budget responsibility but is responsible for developing robust investment recommendations, monitoring product expenditure, identifying efficiencies and ensuring that licensing, development and supplier arrangements demonstrate value for money.
- The post holder has no direct line management responsibility but will work with multidisciplinary teams including Web Editors, Software Engineering and Service Design to shape, prioritise and deliver digital products.

- The postholder will:

    - Act as a bridge between technical and non-technical stakeholders to ensure shared understanding.
    - Provide strategic leadership, direction and professional guidance to multidisciplinary product teams, setting clear outcomes, standards and priorities and holding delivery partners to account for agreed performance.
    - Influence service leads and subject matter experts to adopt new ways of working.

- The post holder may be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and in order to ensure appropriate representation of the Council with residents, the Mayor and elected members, and external bodies.

Key Tasks and Accountabilities:

Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out other reasonable duties which may be required from time to time.

Key tasks include to:

- Define vision and roadmap for resident engagement and participation platforms.
- Drive adoption and effective use across council services.
- Measure engagement, completion rates and resident outcomes.
- Own the roadmap and continuous improvement of resident-facing digital channels.
- Ensure content governance, accessibility and usability standards are maintained.
- Lead the commercial and operational management of strategic technology suppliers, setting performance expectations, challenging underperformance and ensuring contracts deliver agreed outcomes, service standards and value for money.
- Own the roadmap and optimisation of chatbot and AI-assisted resident services.
- Ensure knowledge sources remain accurate and fit for purpose.
- Monitor performance and identify opportunities for improvement.
- Establish KPIs and product health measures.
- Use analytics and research to drive continuous improvement.
- Support channel shift and service transformation initiatives.
- Work with services to ensure content, knowledge articles and service information are structured, governed and maintained to support chatbot and AI-assisted interactions.
- Monitor performance metrics for conversational services, identifying opportunities to improve resolution rates, customer satisfaction and channel shift.
- Support the development of integrations between resident-facing platforms and line-of-business systems to improve end-to-end customer journeys.

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To undertake all responsibilities listed below:

1. Define product goals, value propositions and success measures, informed by discovery activities including user research, service design and data insights.

2. Own and refine the product backlog, ensuring features, improvements and technical work are prioritised based on user value, cost, constraints and organisational strategy.

3. Define clear product success metrics (KPIs), monitor performance and use insights to inform iterative improvement

4. Establish and maintain governance arrangements for resident-facing digital platforms, ensuring clear ownership, standards, prioritisation and decision-making processes.

5. Support council-wide digital product governance forums and contribute to the development of prioritised roadmaps and improvement plans.

6. Lead cross-council engagement on product priorities, influencing senior managers, service leads and governance boards to agree investment decisions, resolve dependencies and adopt consistent product standards.

7. Own the strategic development and optimisation of conversational digital services, ensuring residents can access accurate information and support through assisted and self-service channels.

8. Work with services to ensure content, knowledge articles and service information are structured, governed and maintained to support chatbot and AI-assisted interactions.

9. Monitor performance metrics for conversational services, identifying opportunities to improve resolution rates, customer satisfaction and channel shift.

10. Support the development of integrations between resident-facing platforms and line-of-business systems to improve end-to-end customer journeys.

11. Work with user researchers to deliver cash savings, efficiencies and improved customer experience through digital and service transformation. Ensure product decisions are grounded in real user needs and behavioural evidence.

12. Present product roadmap, delivery progress and information/reports as required to different stakeholders, including senior managers and senior leadership boards clearly, understandable, accurate and appropriate.

13. Develop and maintain effective working relationships with officers at all levels and other relevant internal and external stakeholders to facilitate effective and sustainable digital transformation

14. Work with colleagues in Procurement to commission and manage third party suppliers including awarding and monitoring contracts.

15. Develop product business cases and options appraisals, setting out expected costs, benefits, risks, dependencies and measurable outcomes to support senior-level investment decisions.

16. Own and provide assurance on product-level risks, dependencies, information governance, accessibility, security and service continuity, taking decisions within delegated authority and escalating matters with clear recommendations where appropriate.

17. Exercise political awareness and sound judgement when advising senior managers, elected members and governance boards on high-profile or sensitive digital services and resident-facing issues.

18. Engage in knowledge-sharing activities across the Council to promote and embed corporate tools across the organisation

19. Any other duties which may reasonably be required in accordance with the duties and responsibilities indicated and which are appropriate to the post covered by this job description.

Personal Specification

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Directorate: Digital, Data and Technology	**Post Number:** 10029877	**Evaluation Number:** 7895
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IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

CRITERIA	**METHOD OF ASSESSMENT**
EQUALITY AND DIVERSITY We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work. **PROTECTING OUR STAFF AND SERVICES** Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.	
KNOWLEDGE: A good understanding of digital platforms, Conversational AI, chatbots and digital engagement technologies offered by local authorities including familiarity with digital platforms and GDS Digital Service Standards	Application Form/Interview

A good understanding of Digital analytics, optimisation and performance management	Application Form/Interview
Strong understanding of digital product governance, investment prioritisation, commercial management and the organisational, political and regulatory environment within which local government digital services operate.	Application Form/Interview
A good understanding of the way local government operates, and the priorities and political pressures that drive it.	Application Form/Interview

A good understanding of user research and advanced data analysis techniques to inform product decisions and measure success.	Application Form/Interview/
Knowledge of Waterfall and Agile programme and project management methodologies including iterative delivery, backlog management, prioritisation and continuous discovery.	Application Form/Interview
Knowledge of product lifecycle management across discovery, alpha, beta and live phases, including when to pivot, retire or scale a product.	Application Form/Interview
A demonstrable understanding of the Local Authority digital transformation objectives and priorities.	Application Form/Interview
EXPERIENCE:	
Experience of delivering improvements and developments through digital tools and platforms which deliver real efficiencies, enhance the end users experience and improve working processes.	Application Form/Interview
Experience of working within a local authority or similar public sector organisation.	Application Form/Interview
Experience of producing business cases.	Application Form/Interview
Substantial experience of owning complex, high-impact digital products and being accountable for their strategic direction, performance, benefits realisation and continuous improvement.	Application Form/Interview

Experience of leading multidisciplinary teams and delivery partners through influence, setting clear priorities and securing delivery across organisational boundaries.	Application Form/Interview
Experience of preparing business cases, options appraisals and investment recommendations for senior decision-makers.	Application Form/Interview
Experience of managing complex supplier relationships, challenging performance and securing value for money.	Application Form/Interview
Experience in Managing resident-facing digital platforms, Improving digital journeys through data and user insights. Working with website, engagement or chatbot platforms.	
Experience of working with cross-functional teams and managing complex system integrations Experience of commissioning and managing suppliers to support product delivery	Application Form/Interview
Experience of using insights from customer journeys and service design to inform product direction	Application Form/Interview
Experience of influencing senior leaders, presenting product options for strategic decisions	Application Form/Interview
Experience of defining and monitoring digital product KPIs	Application Form/Interview
Experience owning the full product lifecycle, from discovery to live, including roadmap evolution, measurement, iteration and ongoing optimisation	Application Form/Interview
Experience working with stakeholders.	Application Form/Interview
Experience managing supplier relationships.	Application Form/Interview
Experience creating guidance or standards.	Application Form/Interview
SKILLS AND ABILITIES:	
A flexible approach and a willingness to embrace and promote new ways of working	Application Form/Interview
A high level of commitment to successfully delivering significant projects in relatively short timescales	Application Form/Interview
Ability to identify, manage and escalate product risks and dependencies	Application Form/Interview

Ability to own the product vision, decisions and drive meaningful change across digital platforms and be accountable for product outcomes	Application/Interview

Ability to define and track product success metrics and use them to drive continuous improvement.	Application Form/Interview
Ability to provide strategic leadership to multidisciplinary teams, delivery partners and suppliers, establishing clear outcomes, resolving competing priorities and holding contributors to account for delivery.	Application Form/Interview
Ability to make sound and timely decisions in complex or sensitive circumstances, balancing resident needs, organisational priorities, cost, risk and technical constraints.	Application Form/Interview
Ability to translate broad corporate objectives into deliverable product strategies, investment priorities and measurable outcomes.	Application Form/Interview
Ability to influence and build effective working relationships with senior stakeholders, partners and multidisciplinary teams	Application Form/Interview
Fully competent in the use of standard Microsoft Office products such as Outlook, Word, Excel and PowerPoint and project planning tools such as Trello, MS Teams Task Boards or MS Excel/Project	Application Form/Interview/Test
Able to communicate clearly in person, via telephone and email with officers at all levels within the Council and external stakeholders.	Application
Able to produce clear and concise written documents and presentations to a high standard for a range of audiences.	Application Form/Interview/Test
Experience managing resident/customer facing digital products or platforms.	Application Form/Interview
Experience improving content and user journeys.	Application Form/Interview
Experience working with stakeholders.	Application Form/Interview
Experience managing supplier relationships.	Application Form/Interview

Experience creating guidance or standards to support the use of internal and corporate tools	Application Form/Interview
Ability to analyse, interpret and present complex data in an easily understood way.	Interview/Test
Effective listening and negotiating skills and ability to challenge effectively.	Application Form/Interview
PERSONAL STYLE AND BEHAVIOUR:	
A high level of self-motivation and the ability to motivate and persuade others.	Application Form/Interview
Knows when to escalate issues to managers but always seeks to provide solutions to problems when doing so.	Application Form/Interview
Able to work effectively as part of a team or on own initiative.	Application Form/Interview
Committed to learning from and sharing knowledge with others.	Application Form/Interview
Committed to achieving demanding deadlines through iterative releases while managing expectations and balancing competing priorities.	Application Form/Interview
Committed to supporting colleagues to ensure team goals are met.	Application Form/Interview
Actively contributes to the creation of an open and interdependent culture.	Application Form/Interview
Ability to manage multiple priorities	Application Form/Interview
Ability to analyse data to make informed decisions	Application Form/Interview
Maintains a high standard of professional conduct, with a commitment to the achievement of equal opportunities in both employment and service delivery	Application Form/Interview
OTHER SPECIAL REQUIREMENTS:	
Willing to be flexible and carry out additional duties to ensure the successful operation of services.	Application Form/Interview
DBS- Basic	