



Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Digital Product Lead

Department/Division: Communications Division

Accountable to: Head of Product

Competency	Criteria	E/D
Knowledge and experience:	Planning and delivering product improvements using industry-standard tools and techniques. Managing backlogs and roadmaps, balancing priorities and dependencies, and mitigating risks	E
	Conducting user research using continuous discovery practices and translating user needs into tangible outcomes	E
	Excellent understanding of web technologies and the digital platform environments required to ensure functionality, reliability, data integrity and security. Ability to have productive discussions with technical teams and understand technical estimates, implications, and trade-offs	E
	Experience with user experience design, including creating and providing feedback on wireframes and interactive prototypes	D
	Configuring analytics dashboards and reports, identifying patterns and trends, and sharing data insights to guide future product development	D
Communication:	Writing high-level product requirement documents and feature specifications suitable for technical implementation	E
	Presenting digital product concepts and progress updates to stakeholders of varying seniorities and technical familiarity	E
Initiative and problem solving:	Proactively identify and deliver on areas for improvement, for example gaps in product functionality, the product development process itself, or opportunities for training and support	E
	Navigating complex organisational structures and governance approval processes	D



Liaison and networking:	Building effective relationships and influencing without direct authority across a busy, decentralised organisation	E
	Participate in digital industry events, keeping up to date with digital product trends and advances	D
Service delivery:	Supporting the end-to-end customer experience through an iterative product feedback cycle. Troubleshooting technical issues reported and liaising with the development team to prioritise fixes and solutions	E
	Identifying opportunities and creating resources to support and engage users, including product documentation and delivering workshops, trainings, and/or demos	D
Decision making:	Balancing advocating for your ideas and remaining open-minded to different or opposing views. Discerning when and how to challenge assertively, yet being able to “disagree and commit”	E
	Backing up ideas with data and ensuring product direction decisions support organisational strategic objectives	E

E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.