Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Digital Product Lead

Department/Division: Communications Division   **Accountable to:** Head of Product

Job summary

LSE's Communication Division leads and coordinates internal and external communications for the School and also offers communication advice, training and support. The division's Product Team supports digital products such as Student Hub – the LSE app for students – and develops new internal products for connecting the LSE community.

Digital products and services that allow students, academics, professional services staff, and a range of public participants to engage with academic institutions are becoming increasingly important to the institution's success. LSE needs a Digital Product Lead to make sure that what we create meets the needs and expectations of those users, providing products that enhance and streamline the organisational experience of being at LSE.

The role holder will be responsible for key areas of the development of LSE's public and internal-facing digital products and services which will contribute directly to the School's 2030 Strategy. Reporting to the Head of Product, the post-holder will be deeply involved in all digital product activity in the Communications Division.

Duties and Responsibilities

- Have responsibility for the various product roadmaps across all of our digital products and services, making sure that a full suite of products is developed in a co-ordinated way that delivers the maximum value as rapidly as practical to our user base.
- Manage allocation of LSE's digital resources to support product development activity.
- Work with other divisions and departments to make sure that our work co-ordinates with their backlogs and roadmaps, making sure that we are all hitting the same strategic objectives. This will require handling many different projects at different stages at any one time and include advising and assisting colleagues, staff, students and others on processes or systems whilst coordinating activities to meet objectives.
- Provide strategic direction for how LSE should approach product development, working within Communications Division and across the School to make sure that we are adopting good practice across the University. Have a detailed operational knowledge of the functionality and capability of our products in order to advise on, direct and contribute to a wide range of activities in the division.

- Work with the Head of Product to develop and manage our overall product roadmaps, determining where we should best focus our efforts to deliver high quality products and services to our users.
- Engage with the broader product development community and be aware of best-practice approaches and tools. Identify, manage and deliver new ways of working to ensure LSE resources are effectively allocated to support strategic objectives, liaising and disseminating information within and between departments to facilitate the exchange of information for effective working.

For given products under your direct control;

- Shape and lead the product roadmap, including formulating and prioritising the product backlog in line with user needs and organisational strategy. Continually use data and user research to evaluate the success of product features, including preparing a range of reports and other statistical analyses to put forward recommendations to facilitate the interpretation of specific issues. Provide specialist advice and recommendations in line with the LSE 2030 Strategy to support informed decision making.
- As part of the product backlog activity, collate user needs, develop user stories and create detailed functional requirements.
- Order the product backlog to make sure that the effort of the delivery team creates the most value for end users and the LSE.
- Understand and work with the constraints of the organisation to assess where the structures, resources, and processes of LSE may affect the way we deliver value. Make judgements as to the most appropriate way to get products delivered.
- Continually review and assess the success of the product / service and respond accordingly. Contribute to service improvement discussions and annual plans for the division.
- Work with resource schedules to develop realistic delivery timelines.
- Work directly with the delivery team to develop a joint understanding of what's important to get the right thing made, and to make sure that any barriers or blockers are identified and addressed.
- Understand how the product fits within the overall product strategy & ecosystem of LSE. Use this understanding in the creation of the product roadmap.
- Build and maintain relationships with stakeholders inside and outside LSE.
- Produce user documentation and training relevant to the product.
- Lead user testing with relevant stakeholders.
- Conduct user and market research, including with other higher education institutions and private sector best practices.
- Responsible for User Acceptance Testing (UAT) and Quality Assurance (QA).
- Responsible for managing the product service desk, including resolving and triaging with excellent customer service.

Flexibility
To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)
LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: click here

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.