

JOB DESCRIPTION

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| JOB TITLE: | Head of Function - Product | JOB NO: | A10067 |
| GRADE: | GR7 _(Consultation grade - subject to formal evaluation) | DIRECTORATE: | Digital & Customer Services |
| NO OF POSTS: | 1 | DIVISION: | IT & Digital |

POST REQUIRES POLICE / CRIMINAL RECORDS BUREAU CLEARANCE: **No**

1. JOB PURPOSE

The Head of Function - Product is part of the IT & Digital (IT&D) multi-disciplinary senior leadership team. The role will drive forward the implementation of Birmingham City Council's ambitious digital strategy by directly enabling simpler, clearer, and faster access to a diverse range of local public products and services. Reporting to the CIO (Assistant Director) and working collaboratively with internal and external stakeholders, the role will have accountability for the success of the product vision, strategy and roadmaps, including setting and owning key performance indicators to enable a user-centred digital and technology transformation, efficient operations and a resilient council-wide technology ecosystem.

- Oversee, develop, implement and iterate IT&D's product vision and strategy to enable the organisation to make the best use of data, digital and technology and ensure that its product and services respond even better to the changing needs and expectations of our users - citizens, businesses and staff.
- Be a trusted partner to the organisation and lead strategic engagement to understand their problems and needs, propose appropriate products, considering time, cost, quality, and sustainability. Actively engage senior leaders across the organisation to help them understand product strategy and thinking and articulate the possibilities in their areas.
- Lead and champion product thinking, agile ways of working, user-centred design, define product strategies and roadmaps in partnership with senior leaders in the council, ensuring that product teams work in collaboration with the business and other IT&D functions, acting as the voice of the user.
- Provide direction and leadership to a large team of permanent staff, contractors, and suppliers as part of a matrix structure of multidisciplinary teams and capability practice while driving growth in internal capability and reducing dependency on contractors and suppliers.
- Lead engagement with customers and business units to understand user needs and organisational objectives, frame problems, to inform clear product vision, strategy, and roadmaps, manage demand and set strategic and tactical goals and priorities for multidisciplinary product teams.
- Lead, build and develop the new product function, set principles, standards, and practices that can address customer and business priorities, continuously improve upon product features, deliver new business value, reduce security risk, availability, and compliance concerns, and eliminate technical debt.
- Incorporate new ways of working to enhance productivity and the employee experience, articulate a clear sense of purpose, coach and develop teams, deploy talent based on skills, not hierarchy and fill gaps through training and development of in-house capabilities and recruiting new talent.
- Drive the transition from projects to products teams that are empowered to solve problems and improve outcomes.

2. DUTIES AND RESPONSIBILITIES

- Strong and inspirational strategic leadership of a large multi-disciplined product team with a complex legacy environment, challenging product innovation roadmap, changing operating model, and the adoption of a new organisational culture.
- Drive the continuous improvement of products and services so that they meet user needs. Manage the prioritisation of product development, ensuring a balance of product management work so that services remain reliable and secure, whilst also continuously improving
- Own, develop and iterate the product vision, strategy and roadmaps across functional areas including setting and owning key performance indicators.
- Be a role model for IT&D's values and lead by example to help transform the culture of the organisation; fostering a high trust, empowered and inclusive environment where teams and individuals thrive and perform at their best.
- Build a diverse, purpose-driven and outcome-focused product community that continually learns, improves, collaborates and delivers value, sets delivery standards, and contributes to attracting talent.
- Build product teams that can work with DevSecOps teams to take end-to-end responsibility for meeting service-level-agreement (SLA) requirements and becoming experts in product resiliency.
- Continuously measure value and impact to inform product development decisions, including reusable components and how new products might be used for multiple services. Track and monitor product performance and user outcomes to iterate and improve on features.
- Make budgetary recommendations to the CIO as appropriate to existing and planned product initiatives to deliver the best value without compromising agreed outcomes.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

OBSERVANCE OF THE CITY COUNCIL'S EQUAL OPPORTUNITIES POLICY WILL BE REQUIRED

3. SUPERVISION RECEIVED

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|--------------------------------|---|
| SUPERVISING OFFICER JOB TITLE: | Assistant Director & CIO |
| SUPERVISING OFFICER JOB NO: | 70348077 |
| LEVEL OF SUPERVISION: | 3. Plan own work to ensure the meeting of defined objectives. |

4. SUPERVISION GIVEN (excludes those who are INDIRECTLY supervised i.e. through others)

| POST TITLE | GRADE | NO OF POSTS | LEVEL OF SUPERVISION* |
|---------------------------|-------|-------------|-----------------------|
| Designer Lead | GR7 | 1 | 3 |
| Strategic Product Manager | GR7 | 3 | 3 |
| Lead Business Analyst | GR6 | 1 | 3 |

*Use 1,2 or 3 as in 3.2

5. SPECIAL CONDITIONS

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|---------------------------------|-----------|
| DBS check required for the post | NO |
| Level of check required | N/A |

PERSON SPECIFICATION

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|---------------------|-----------------------------|------------------|--------------|
| JOB TITLE: | Head of Function - Product | GRADE: | GR7 |
| DIRECTORATE: | Digital & Customer Services | DIVISION: | IT & Digital |

Method of Assessment (M.O.A.)

A.F. = Application Form; I = Interview; T. = Test or Exercise; C. = Certificate; P. = Presentation

| CRITERIA | | | M.O.A. |
|---|------------|---|--------|
| Knowledge | Essential: | <ul style="list-style-type: none"> ▪ Expertise in the definition and delivery of products strategy and delivery roadmaps. ▪ Deep understanding of principles, standards, and methods and their application in large scale enterprise environments. ▪ Significant knowledge of agile and other methodologies, and software delivery practices. ▪ In-depth understanding of current and emerging technologies and the opportunities they provide to improve the delivery of public services. ▪ Significant understanding of customer-centric services and practices. | A.F/C |
| | Desirable: | <ul style="list-style-type: none"> ▪ | |
| Skills & Ability e.g. written communication skills, dealing with the public etc | Essential: | <ul style="list-style-type: none"> ▪ Able to provide strong and inspirational strategic leadership. ▪ Good communicator at multiple levels and across multiple disciplines and able to translate complex products into simple language. ▪ Collaborative leader able to build consensus, facilitate, influence, negotiate and champion the adoption of new products and services and working in the open. ▪ Emotionally intelligent, strong mediation skills. Able to coach the organisation on team dynamics and conflict resolution ▪ Able to work in the open, collaboratively and transparently including the capability to coach, mentor, motivate and empower staff, identifying learning and development opportunities for individuals and teams. ▪ Excellent organisational skills, attention to detail and an ability to work under pressure. ▪ Strong commercial acumen with expertise in budget planning and financial management. ▪ Ability to build great working relationships with a variety of disciplines involved in digital delivery, including engineering, service design, performance analysis, and delivery management ▪ Comfortable with uncertainty, accountability, and with being the escalation point for internal and external issues. | A.F/C |

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| | Desirable: | <ul style="list-style-type: none"> ▪ Awareness of political sensitivities, with the ability to advise all political groups and the Council in an objective and bias-free way. ▪ Understanding of the statutory role of local authorities. | |
| Experience (Relevant work and other experience) | Essential: | <ul style="list-style-type: none"> ▪ Extensive experience in defining a product vision, leading strategy and delivering a suite of high-profile digital products and teams at scale and pace across complex organisations. ▪ Significant stakeholder management and engagement experience at all levels, internally and externally, including with partners and suppliers to coordinate activity toward common objectives. ▪ Significant experience leading and balancing the product needs of customers, staff and the organisation to maximise overall value and impact within a transformational enterprise environment. ▪ Successful track record of leading multi-disciplinary and multi-organisational teams to deliver products in a large and complex, matrixed organisation. ▪ Significant experience in the development, coaching and mentoring of in-house capabilities and attracting new talent and reducing dependency on contractors and suppliers. ▪ Significant experience in preparing, managing, and controlling complex budgets and the deployment of resources to achieve corporate objectives. ▪ Significant experience in commercial, supplier, and dependency management, ensuring commercial contracts and suppliers are held to account for their timeliness, value, and quality. | A.F/I/C/ P |
| | Desirable: | <ul style="list-style-type: none"> ▪ Experience of leading cultural change. ▪ Experience in product design, product management and digital delivery specialisms. | |
| Education/Qualifications NB: Full regard must be paid to overseas qualifications. | Essential: | <ul style="list-style-type: none"> ▪ Educated to [bachelor's degree] level, or equivalent experience, with evidence of continuing professional development. | A.F/C |
| | | <ul style="list-style-type: none"> ▪ | |
| Training | | | |
| Other | | | |

All staff are expected to **understand** and be **committed** to Equal Opportunities in employment and service delivery.