# BRIGHTON & HOVE CITY COUNCIL

**JOB DESCRIPTION**

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| **JOB TITLE:** | **Apprentice Digital Product Manager** |
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| **REPORTS TO:** | **Digital Product Manager Business Partner** |
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| **DEPARTMENT:** | **City Infrastructure** |
|  |  |
| **SECTION:** | **Parking Services** |

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**PURPOSE OF JOB**

To learn how to support the development and delivery of digital products and services that meet user needs and deliver value.

To undertake the [Digital Product Manager Level 4](https://skillsengland.education.gov.uk/apprenticeships/st0964-v1-0) apprenticeship standard and Functional Skills (if required).

To support the work of the Systems Improvement Team within Parking Services.

**PRINCIPAL ACCOUNTABILITIES**

Learn to:

1. Engage teams and stakeholders to develop a compelling vision and strategy for digital products and communicate these effectively over the short and long term.
2. Prioritise the delivery of value through digital products or services, balancing competing priorities and constraints.
3. Represent users throughout the product lifecycle by supporting a multi-disciplinary team.
4. Develop and prioritise the product backlog, create user stories, and make evidence-based decisions.
5. Engage with a variety of stakeholders, adapting communication style as appropriate.
6. Develop an expert understanding of users’ needs and champion these in product delivery.
7. Engage users and stakeholders through various channels to encourage product adoption and use.
8. Set measurable goals for products and report progress against expected benefits.
9. Support the vision, roadmaps, and delivery of other products within the team or department.
10. Participate actively in product management communities, sharing learning and celebrating team successes.
11. Seek and use feedback to drive continuous improvement.
12. Use the best available data to inform product decisions.
13. Collaborate effectively with all members of a multi-disciplinary team to achieve the best outcomes.

**Equalities**

Demonstrate a genuine commitment to the council’s values in relation to embracing diversity and provide a service based on fairness and inclusion.

**Health & Safety**

Commitment to acquiring awareness and knowledge of Health and Safety policy and practice as it applies in their area of work.

Ability to co-operate and adhere to Health and Safety Policy, practices, and instructions.

**Functional Skills**

English and Maths - Where an apprentice is 16-18yrs at the commencement of the apprenticeship, if the relevant English and Maths level, or equivalent, has not been achieved or cannot be evidenced, the apprentice will be expected to work towards Functional Skills in these areas during the apprenticeship. This does not apply to 19+ unless it is a specific requirement of the apprenticeship or requested.

Please note, if the role requires a certain Level of English and Maths as an Essential Criteria, this will be listed on the Job Description under Education, Qualifications and Knowledge and will be a requirement to apply and not be able to be studied

**General**

The list of duties in the job description should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.  
  
Your duties will be as set out in the above job description but please note that the Council reserves the right to update your job description, from time to time, to reflect changes in, or to, your job.  
  
You will be consulted about any proposed changes.

**PERSON SPECIFICATION**

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|  | **ESSENTIAL CRITERIA** |
| **Job Related Education, Qualifications and Knowledge** | * Knowledge of the use of IT software systems, including spreadsheets, databases, email and web-enabled systems * Word processing experience (preferably Microsoft Windows) * Standard of education to include a minimum of 5 GCSE Grades A-C, 9-4, or equivalent. * A strong interest in digital products and services. * Basic understanding of how digital products are developed and used. * Awareness of the importance of user needs and stakeholder engagement. |
| **Skills/Abilities** | * The ability to work on own initiative or as directed. * The ability to prioritise tasks and manage competing demands. * Ability to keep information confidential. * Ability to work methodically, and with a high level of accuracy. * Ability to keep work and documentation organised. * Be a good team player, work flexibly within a team, support others and adjust to changing priorities. * Ability to use Information Technology and software programmes. * Good communication skills and ability to adapt communication style to different audiences through various channels. * The ability to use data to support decision-making. |
| **Equalities** | * Ability to demonstrate a genuine commitment to the council’s values in relation to embracing diversity and provide a service based on fairness and inclusion. |
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