# Shortlisting questions – Apprentice Digital Product Manager

## Guidance for applicants

As part of your application, you will need to provide answers to some shortlisting questions.

Do not send this document as a separate attachment. You will answer these questions on the online application system.

Your answers to the shortlisting questions are the most important part of your application. They will be used in the shortlisting process to assess whether:

* you meet the essential requirements for the role set out in the person specification
* you should be offered an interview.

Before you start your application, please read our guidance on [completing the application form](https://www.brighton-hove.gov.uk/jobs/council-jobs/application-form-guidance) and [on answering shortlisting questions](https://www.brighton-hove.gov.uk/jobs/council-jobs/shortlisting-questions-guidance). These give important advice which will increase your chance of success in the shortlisting process.

These are the questions you will be asked in the online application for this role. Do not answer them on this document. Instead, add your answers in the boxes that will appear as you go through the online application process.

1. Describe your experience of using IT software systems, including spreadsheets, word processing systems and other digital products to achieve specific outcomes.
2. What experience do you have of data gathering and analysis and how did you use the results?
3. Describe your understanding of what engagement with a range of stakeholders means, and why it’s an important part of developing digital solutions that work for organisations and their customers?
4. Provide an example of when you have identified a need for a system or piece of software, in your work, education or personal life, how you researched and evaluated them, and what the results were.
5. Give an example of how you have used different communication styles, and what these were, in order to share information across a range of audiences
6. Please tell us about your experience of working as part of a team to achieve a common goal.  What were the challenges and how, as a team did you overcome them, and what was your contribution to achieving that goal.