



Digital Product Manager

**Responsible to Digital Product Lead**

**Location National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ (with the requirement to work from the office at least 3 days per week, including Mondays)**

**Salary up to £50,000 per annum depending on experience**

# About the Role

The LTA’s vision is ‘Tennis Opened Up’, and our mission is to transform communities through tennis, focusing on three areas – making tennis welcoming, enjoyable and inspiring to everyone.

This role will be responsible for the design and delivery of digital product experiences across the LTA, notably the development of customer-centric websites and applications for players, fans, coaches, and venues.

This involves:

* researching and analysing the customer landscape – what do competitors offer and what do users need.
* managing and leading stakeholders to deliver a shared vision for a product.
* working with product development teams to realise the vision balancing short-term achievements with long-term goals.

You will be a strategic thinker who will need to work closely with various stakeholders to develop the LTA’s Digital Strategy, with excellent project management, organisational and communications skills to work in an agile way to help deliver an ambitious digital programme.

# Key Accountabilities

**Researching & analysing the customer landscape**

* Work with the Insight team to identify and lead the generation of new insight into customer needs and customer feedback, as required.
* Use analytical evaluation to support product development.

**Manage and lead stakeholders to achieve a shared vision for a product**

* Be the LTA lead working with our Digital Partner to coordinate the development of our Digital Strategy, establishing a shared vision, and maintaining a roadmap for the products.
* Develop User Stories and acceptance criteria for digital products.
* Manage the day-to-day implementation of components from the Digital Technology product roadmap, with strong input into planning and update meetings against agreed KPIs.
* Be the LTA lead working with other technology partners to oversee the implementation of new features based on user requirements and an effective internal business case.
* Facilitate the internal stakeholder requirements from across the LTA, gathering and prioritising them whilst communicating clearly to all stakeholders.

**Working with product teams to realise the product vision**

* Manage and prioritise the backlog and develop feature level release plans.
* Responsible for the delivery of engaging, informative and innovative digital experiences for all target audience personas.
* Quality control the development of the digital products from a user experience and LTA stakeholder perspective.
* Lead, from an LTA perspective, the development of a suitable user test plan to garner feedback and insights on the digital products during the development process and prior to, and post, MVP release.

**Other**

* Understand the digital product landscape and proactively drive activities to provide insights to the business area and to optimise the strategic delivery of additional features/capabilities.
* Proactively keep up to date with how world class comparable businesses are using emerging and mature digital technologies to achieve LTA’s vision of Opening Up Tennis.
* Collaborate effectively with the Technology team, Customer Strategy team, Commercial and other teams.

# Person Specification

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| Strong experience of digital product management and experience of deploying and driving adoption/building digital relationships at scale using apps and/or mobile digital products. | *Essential* |
| Proven track record of delivering compelling and sustainable consumer grade digital experiences and relationships. | *Essential* |
| Influencing effectively across all levels of stakeholders within an organisation. | *Essential* |
| Strong and effective engagement with senior and demanding stakeholders to build and deliver strategic plans. | *Essential* |
| Working through and achieving results with diverse divisional and digital/technology teams, including third parties. | *Essential* |
| Good experience of agile working methods and practices, and comfortable coaching others who are less familiar. | *Essential* |
| Working with colleagues to convert multiple and complex requirements into simple, measurable and engaging plans. | *Desirable* |

 **Knowledge, Training & Qualifications:**

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| Knowledge of current B2C trends (e.g. consumer packaged goods, travel, and hospitality). | *Desirable* |
| Experience of using consumer data to provide tailored and personalised experiences to customers and achieve a more engaging relationship. | *Desirable* |
| Product Management certifications coupled with knowledge of agile methodologies (Scrum, SAFe, DSDM. | *Desirable* |

**Personal Attributes**

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| ***Inclusion*** | * Creates an environment where people feel safe and welcomed.
* Values people’s differences and believes they make us stronger.
* Takes the time to learn more about inclusion and remove any current or potential

barriers. |
| ***Teamwork*** | * A good team player.
* An ability to gain the trust of internal and external stakeholders.
* An excellent communicator who can engage with stakeholders at all levels.
* An ability to lead by influence and example rather than traditional line management.
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| ***Integrity*** | * Acts on insight at all times, proving clear reasons for proposed decisions.
* Retains clear focus on what the ‘customer’ wants, setting aside all other noise.
* Makes the time to work through decisions with others in the team to gain buy in.
* A high level of empathy to enable delivery of results through others.
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| ***Passion*** | * Focused on solving problems, with an ability to ask the right questions.
* A good leader who can inspire others to go above and beyond.
* Builds excellent team spirit and regularly thinks about how to improve in this area.
* A creative thinker who seeks best in class examples to benchmark projects and tasks.
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| ***Excellence*** | * Has a curious mind, always seeking to test and learn fast.
* Process orientated with an ability to be flexible when required.
* Never views the project as complete - everything can always be improved.
* At ease prioritising for self and others to ensure deliverables are customer led.
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**Life at the LTA**

The LTA, through its vision 'Tennis Opened Up', is committed to creating an inclusive environment where all colleagues feel included and a strong sense of belonging. We particularly welcome applications from people from ethnically diverse communities, deaf and disabled people, members of the LGBTQ+ community and people with lived experience of the UK's many and varied communities.

Read some of our colleague testimonials below and find out more [here](https://www.lta.org.uk/about-us/careers/)

“As a new mum, I’ve appreciated the LTA’s newly enhanced benefits, which have supported me during maternity leave and in my return to work. In total, I have been with the LTA for four years and love the diversity of my role.”

“Everyone's respected in terms of the culture, ethnicity, and the background, so you don't feel inequal in any capacity. I remember how supportive my team had been during Ramadan, being fully understanding of its requirements and flexible with my work schedule.”

“As a new starter at the LTA, my experience has been overwhelmingly positive. Being a tennis fan, I was excited to join the organisation, and from day one, I’ve been impressed by everyone’s dedication to our mission of “Tennis Opened Up”, as well as promoting diversity, inclusion, and sustainability”

