**JOB DESCRIPTION**

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| **Role:** Product Manager - Technical / Commercial | **Business Function:** Digital |
| **Reports to:** Head of Digital Products and Platforms | **Department:** Media and Marketing |
| **Purpose:** *Brief summary outlining purpose, scope and complexity of the role.*The Product Manager Technical / Commercial will be responsible for design, implementation and delivery of fan facing commercial features across our digital platform and products. Your role will support the business in increasing online revenue by providing innovative and technically robust digital expertise.Working closely with a wide range of stakeholders across the business (including Ticketing, Retail, Marketing and IT) you will be able to translate technically complex business requirements into pragmatic digital solutions. Working with our suppliers and fellow product managers, you will take a hands-on approach to deliver these out, always with the fans needs in mind. |
| **Accountabilities with Key Outcomes:** *Describe essential accountabilities the job performs and key outcomes. Accountabilities should be listed (max of 8) in order of importance.* |
| **1** | Maintain and build partnerships with stakeholders across the business in order to proactively see how our products and platforms can further aid online revenue generation and ensure a consistent approach to digital throughout. |
| **2** | Work with key stakeholders to identify and define changes required to existing products, or the creation of new products. |
| **3** | Work with the Digital Technical Manager to design and document secure and robust technical architecture for any changes or new features required. |
| **4** | Produce detailed documentation of work packages required so that these can be shared with stakeholders, other internal product managers and suppliers.  |
| **5** | Manage and roadmap a backlog of development items ensuring they are prioritised with stakeholders and delivered out to a high standard.  |
| **6** | Maintain, monitor and troubleshoot responsible products to ensure the high stability and performance of live features and to proactively introduce incremental improvements. |
| **7** | Test and experiment with new digital technologies, services and potential suppliers that may further aid the fan experience and / or online revenue generation across the digital estate.  |
| **Knowledge, Skills and Experience:** *Please give details of the knowledge, education, formal qualifications, specialised training or experience required for the job. Indicate whether requirement is* ***essential or desirable****.* |
| Essential * Proven experience as a product manager or technical product manager in either an ecommerce or ticketing environment.
* Experience of working with user data and aware of legal frameworks (GDPR, PCI .)
* Good grasp of technical systems and architecture including working with databases and APIs.
* Excellent communication skills
* Proven problem solver
 | Desirable* Knowledge of payment systems and providers.
* Experience of working with retail or ticketing systems.
* SEO knowledge and how to optimise
* Experience of analysing user journeys and conversion using third part tools.
* Previous experience of technical development and / or development methodologies
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| **Job Impact/Influence Measures:** *Show data in approximate or in a range which job has impact on. Please state if the impact is* ***direct*** *or* ***indirect****. Think about financial elements e.g. budget, scale of role e.g. people management, network reach, sales impact etc.* |
| Has indirect impact in online sales revenue by determining best user experience and technical solutions to increase conversion and performance of products.Has direct impact on budgets and is able to influence spend and cost out multiple options.Has direct impact on reducing risk of fines/penalties that could be issued to the club due to fan data security. |
| **Decision-making Authority:** *Indicate what decisions the job is expected to make and what it is expected to recommend.* |
| This role will have the authority to make recommendations and decisions on changes to fan facing commercial features across our digital platform and products. |

**Organisation Chart**