

# My Job: Senior Digital Product Manager



I lead the strategy, development, and delivery of Turning Point's digital products across three interconnected areas: websites (key focus), digital products, and automation and process optimisation. I will define and own the product strategy and roadmap, embed modern product management practices, and foster collaboration across internal teams and external partners.

## WHAT I AM ACCOUNTABLE FOR:

### Digital Product Strategy and Roadmap

- Define and own the digital product strategy, roadmap, and backlog across websites, digital tools, and automation initiatives, aligned to organisational priorities and user needs.
- Conduct or oversee discovery work to understand user problems, business challenges, and opportunities for innovation.
- Support decision-making on product investments, delivery models (build/buy/partner), and supplier selection.

### Product Delivery and Optimisation

- Lead agile product delivery, working closely with digital experience, content, and technical teams to deliver user-centred, high-quality products across the three areas of focus.
- Prioritise digital development efforts based on user needs, organisational value, technical feasibility, and operational readiness.
- Champion product thinking, iterative development, and outcome-focused measurement across the digital function and wider organisation.
- Oversee the support, performance monitoring, and lifecycle management of existing digital products (websites, digital tools, and automation solutions) to ensure they remain effective, secure, and aligned with evolving user and business needs.

### Collaboration and Capability Building

- Foster strong collaboration between product, experience, technology, content, and operational teams to enable seamless digital delivery.
- Manage relationships with external partners and suppliers involved in digital product development and delivery.
- Build internal capability in product management and agile delivery through mentoring, training, and supporting adoption of modern product practices.

### Innovation and Continuous Improvement

- Drive a culture of innovation and experimentation in digital product development, encouraging test-and-learn approaches and the use of data-driven insights.
- Promote the use of service user insights, behavioural data, and performance metrics to inform product decisions and continuous improvement across all digital delivery areas.

## HOW I OPERATE:

### Values Led Leadership

- I believe that everyone has the potential to grow, learn, and make choices by ensuring product strategies and solutions reflect user needs and enable positive outcomes.
- I communicate authentically and confidently, using open, clear communication to engage stakeholders and cross-functional teams in product decisions.
- I embrace change, fostering experimentation, iteration, and agility in digital product development.
- I treat colleagues and service users as individuals, by championing inclusive, user-centred product design.
- I encourage ideas and new thinking, by promoting innovation and continuous improvement across the product lifecycle.
- I contribute to building a strong and financially sustainable organisation, by ensuring digital products deliver measurable value and support long-term sustainability.

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## WHAT I DO:

- Lead and facilitate day-to-day collaboration across product, experience, technology, content, and operational teams to enable effective digital product delivery across websites, digital products, and automation initiatives.
- Develop and maintain clear product strategies and roadmaps for each digital product or product line.
- Drive product discovery activities, including user research, journey mapping, and prototyping, to identify opportunities for improvement and innovation.
- Manage product backlogs, ensuring prioritisation is based on user value, data insights, and organisational priorities.
- Embed agile product management practices and foster an iterative, test-and-learn approach to product development.
- Monitor and analyse product performance metrics, user feedback, and behavioural data to inform product improvements.
- Champion the voice of the user in all product decisions, ensuring products are accessible, inclusive, and meet real user needs.
- Manage relationships with suppliers and partners contributing to product delivery.
- Identify and manage product-related risks, including technical, legal, and data privacy considerations.
- Contribute to the identification and prioritisation of opportunities for automation and process optimisation that can deliver clear user and organisational value.
- Build internal capability in product management and agile delivery, mentoring team members and supporting knowledge sharing across the organisation.
- Communicate product progress, priorities, and performance clearly to internal and external stakeholders.

## WHAT I NEED:

### Skills\Knowledge

#### Essential:

- Proven leadership in digital product management, with responsibility for strategy, roadmap, and delivery across multiple products — including significant experience with websites and web-based platforms.
- Strong experience applying modern product management methods (e.g. discovery-led development, lean/agile product practices, journey mapping, hypothesis-driven development, and outcome-driven roadmaps).
- Demonstrated ability to lead cross-functional teams to deliver high-quality digital products.
- Experience conducting and applying user research, behavioural analytics, and usability testing to inform product decisions.
- Strong communication, influencing, and negotiation skills, with the ability to engage effectively with stakeholders at all levels.
- Experience managing relationships with suppliers and external delivery partners.
- Clear understanding of accessibility standards and inclusive design principles.
- Ability to balance short-term delivery with long-term product vision and sustainability.
- Willingness and ability to travel and attend in-person meetings as required.

#### Desirable

- Experience delivering digital products in the health, care, or third sector.
- Proficiency in product analytics tools (e.g. Google Analytics).
- Experience with service design or journey mapping methodologies.
- Familiarity with agile delivery frameworks (e.g. Scrum, Kanban).