

## Job Description

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| <b>Title:</b>          | Product Executive                          |
| <b>Directorate:</b>    | Marketing & Communications                 |
| <b>Responsible to:</b> | Head of Product & Customer Experience (CX) |
| <b>Location:</b>       | London, with Hybrid working                |

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### OVERALL PURPOSE

The Institute of Customer Services is a membership organisation with a product range built around our members that covers benchmarking surveys, accreditations, training and qualifications, tailored research and consultancy.

Product Management sits in the centre of the organisation with full responsibility for all aspects of The Institute's core products including design, development, marketing, and delivery.

1. This role is a key member of the team working across the full product portfolio to: Oversee the delivery of customer and employee benchmarking surveys with the CX team – managing the process end-to-end to ensure successful delivery of products from customer requirements through to final reporting
2. Support the Head of Product & CX with delivering enhancements to products, including increased digital delivery as defined in the business plan
3. Develop our Individual Membership proposition and implement a highly automated self-serve membership
4. In conjunction with broader Marketing and Communications, lead on the product marketing plan and associated activities to increase product engagement and penetration
5. Develop and maintain product documentation, resources and collateral, and support the delivery of training for the business and product sessions for members

### KEY RESPONSIBILITIES

#### **1. Product Portfolio**

- a) Manage the development of our survey products and platforms to ensure our products remain fit for purpose, listening and acting on feedback and evidencing tangible ROI.
- b) Upskilling the wider CX team to manage the delivery of benchmarking surveys for our members.
- c) Manage and support a range of product improvements across a diverse portfolio of products ranging from benchmarking surveys through to learning and development products, including training courses, qualifications and other products delivered through our Virtual Learning Environment.
- d) Support and initiate the design, development, testing and implementation of product improvements to increase automation, digital delivery and improve the user experience especially for benchmarking products.
- e) Support the Head of Product & CX with the review, design and development of applicable products and services, including training, qualifications and assessment, to ensure they remain relevant and current.

- f) Support analysis and review of value propositions, membership offerings and products/services, in order to deliver the business plan.
- g) Help deliver the product and service portfolio end-to-end, including market research, customer experience definition, pricing, product development and launch enhancements and customer satisfaction.
- h) Conduct and report on quality audits, customer feedback, marketing intelligence and other sources to develop recommendations and proposals for improving delivery quality across the Institute.
- i) Develop in-depth knowledge of our products and services
- j) Manage the production of marketing collateral for all value propositions, products and services to ensure high quality output.
- k) Create and maintain product specifications for suppliers. Manage relationships with suppliers to ensure products and services are delivered to the organisation's and member's requirements.
- l) Review and maintain criteria for individual membership levels to ensure alignment with Institute objectives and standards.
- m) Identify and implement improvements to our portfolio based on member feedback, business and market need.
- n) Be an expert in all aspects of the product to act as the 2<sup>nd</sup>/3<sup>rd</sup> line support after the CX team for product-related queries.
- o) Deliver a schedule of product training for the organisation and specific onboarding activities for new starters, and facilitate feedback sessions with members.
- p) Maintain and develop the product library internally (on our Intranet) and externally (knowledge-base for members).

## **2. Marketing & Communications**

- q) Support internal communications.
- r) Lead on the product marketing plan working with the Marketing & Communications Manager on product marketing activities and digital communications (email, website, social, etc.).
- s) Ad hoc project work as required to support across the marketing and product team.

### **ROLE DIMENSIONS**

#### **Key relationships**

Internal: Head of Product & CX, Marketing & Communications Director, Senior Managers, CX Executive, Academy; Standards and Quality; Client Development Directors; Business Development and Finance Teams

External: Members and key suppliers for product delivery and development.

#### **Related duties**

This job description does not necessarily include every responsibility, requirement or skill associated with the role. It reflects the role as it is currently and you may be required to perform related duties.

### **SUCCESS CRITERIA**

- Product KPIs/metrics – revenue and usage
- Engagement level of members – take up of products and services
- Customer satisfaction with products and communications
- Support Head of Product on delivering against the business plan and financial objectives
- Effective use of Product budget

## **PERSON SPECIFICATION – PRODUCT EXECUTIVE**

### **Knowledge**

An understanding of and experience with the full product lifecycle

Good understanding of product management as a discipline

An awareness of modern digital communications approaches including product launch, copy writing and marketing automation.

The Institute's value proposition and products and services

### **Skills**

- Project management and the ability to manage changing requirements as well as multiple overlapping diverse projects at one time
- Problem-solving
- Planning and implementation of effective product launches on time and within budget
- Excellent communication skills in English to deal with benchmarking survey formulation and training course development.
- The ability to produce concise and impactful marketing copy is also an advantage
- Highly organised
- Ability to analyse and interpret data
- Delivers to time and budget in line with project management principles
- Strong verbal and written communication skills
- Stakeholder engagement
- Strong commercial acumen
- IT skills: CRM (Salesforce), Wordpress, basic Adobe CC, SQL and HTML skills and experience with Moodle (LMS) an advantage
- Microsoft competency levels: Advanced Excel, Word and PowerPoint

### **Attitudes**

- Lives The Institute's values – Independent, Expert, Inspirational, Impactful and Inclusive.
- High integrity
- Proactive and solution-oriented
- Customer focused
- Can-do attitude

### **Experience**

- At least 3 years' experience in a product or product marketing B2B or B2C environment, with at least 2 years' Product experience
- Briefing and managing suppliers
- Project management experience
- Product marketing
- Experience in digital product development (desirable)

### **Education and Professional Qualifications**

Educated to degree level or above

Minimum GCSE at C or above (or equivalent) in English and Maths

Note: Occasional evening work and travel to other locations will be necessary for business reasons