

# JOB DESCRIPTION

<b>Job Title</b>	<b>Digital Experience &amp; Product Design Manager</b>		
<b>Reports to</b>	<b>Head of Business Analysis and Change</b>		
<b>Department</b>	<b>Technology</b>		
<b>Job Family</b>	<b>Business Services</b>	<b>Level</b>	<b>4</b>

## About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

## About the Department

The LBS Technology Department is responsible for delivering and supporting all digital technology solutions required for the effective running of London Business School.

We provide specialist capability in IT Service Delivery, Software Development, Digital Solutions Delivery, Teaching and Learning Technology, Platform integration, Data Management, Cyber Security, project delivery, business change and enterprise architecture.

## Job Purpose

To lead the Digital Experience & Product design team that includes the community of practice of Business Analysts, Product Managers and User experience designers.

To work closely in alignment with the Digital Adoption & Change Capability Manager under the leadership of Head of Business Analysis & Change.

To ensure their team use best practice techniques to understand and analyses business problems and opportunities and recommend and get stakeholder buy-in for solutions that enables the School to achieve its strategy.

To support the Head of Business Analysis & Change in demand and resource availability (IT & business), quantifying impact (budget and resource) and ensure priorities are clearly understood across the team / impacted stakeholders

To work closely with the Directors of Teaching and Learning, Digital Technology, Platforms and Customer Services to deliver business analysis, user experience and product management resources and services to all School projects/initiatives as required

To maintain best practice tools and templates and provide authoritative advice and guidance to colleagues across the School on all aspects of Digital Experience and Product design.

To manage, motivate, guide, support and get the best out of all business analysts, user experience specialists and product managers reporting into this role.

To ensure the professional disciplines of business analysis, user experience and product management are maintained and continuously improved to ensure LBS understands and can exploit best practice. This includes maturity of the Business analysis practice including business process optimisation, development of Cx/Ux framework and maturity of the product management discipline at LBS.

To lead, manage and oversee demand planning and concept/feasibility work and where required ensure appropriate business applications are architected, procured and successfully implemented

To develop and enhance relationships with Technology & business stakeholders in order to facilitate improved planning and strategic alignment, to manage expectations and monitor and address satisfaction levels

Supporting discovery, concept, design and implementation phases of technology changes, working closely with business stakeholders to define objectives. Preparing documentation making clear recommendations to enable strategic decisions. Leading on Business Process Management and Optimisation, supporting BAU upgrades always seeking to improve and delivery business value.

Working across both Agile and Waterfall approaches and developing community of practice that supports both methodologies.

## Key Areas of accountability and Key Performance Indicators (KPIs)

### **Key areas of accountability:**

#### **Strategy and Planning**

- Contribute to the development of strategy for the area, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Contribute to the development of broader operational plans, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities.
- Contribute to the development of Key Performance Indicators to support the assessment of the quality and efficiency of service delivery.

### **Partnering and Service Delivery**

- Partner with relevant area to understand their business goals and provide them with professional or technical advice, sharing expertise and information to support effective decision-making.
- Use specialist knowledge and information to diagnose and resolve technical issues within agreed parameters, escalating the most complex where appropriate.
- Manage the delivery of activities within a specialist area, in line with relevant policies and procedures, to ensure performance meets set targets/key performance indicators to support the School in the delivery of a first-class service.

### **Delivery and Support**

- Apply specialist technical knowledge across a range of different areas to deliver required services in line with defined processes, escalating queries or tasks if outside own technical knowledge and/or standard procedure for own area.
- Respond to requests from all stakeholders, providing specialist advice to deliver the information and/or understanding they require and provide an excellent service.
- Resolve operational day-to-day issues referred from across the School, ensuring an efficient and first-class service is extended to all stakeholders.
- Design and develop materials and policy guidance, for use in the provision of an efficient and effective business support service.
- Provide training to colleagues or stakeholders on an area of specialism to upskill and educate others in the business support services provided.

### **Analysis and Reporting**

- Process complex data and apply technical knowledge when conducting root cause analysis to identify solutions to complex issues/unique requests from students, colleagues or stakeholders from across the School.
- Extract data from multiple sources, check its integrity and produce reports for use by management.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.

### **Compliance**

- Provide advice to colleagues and stakeholders on the interpretation of policies and procedures for an area of specialism, and support monitoring, to ensure compliance across the School.

### **Supplier/Contractor Management**

- Monitor the quality of work delivered by third-party suppliers and agencies against service level agreements to ensure it is to the required standard, and provide feedback

on performance to management. Take action as necessary based on feedback and escalate issue resolution when required.

### **Collaboration**

- Partner, and build strong relationships with relevant areas to ensure good understanding of their business goals and that advice/service delivered meets and exceeds their needs.
- Develop and enhance relationships with stakeholders across the School to facilitate improved communication, support implementation of change programmes, and to monitor the level of satisfaction with service delivery.
- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best business solutions.

### **Project Management**

- Lead the delivery of a portfolio of projects in own area of specialism, or act as an expert resource to or manage a work stream in a large/complex project, managing external suppliers/ contractors to ensure successful delivery within budget and to quality standards and targets.

### **Process Improvement**

- Research best practice in own area of expertise, and review and analyse detailed business models to support senior management in developing and improving policies, processes and systems relevant to a specialist area.
- Use various Analysis techniques to optimise business processes through our digital transformation portfolio.

### **People Management**

- Manage Digital Experience & Product Design resources in the realms of development, transition, and transformation.
- Enable the Digital Experience & Product Design team by “building, focusing, developing and engaging” them whilst adhering to Core and Managing Self accountabilities.

### **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.
- Consult with and advise the business on change programmes and initiatives, influencing stakeholders so they become advocates for the change and support its successful implementation.

### **KPIs:**

- Delivery of high-quality service in area of specialism.
- Development of solutions and improvements to complex issues within own area of specialism.
- Production of high-quality reports, with complex analysis to support management decision-making.

- Contribution to cross-School compliance with regulations and legislation.
- High-quality work delivered by third-party contractors and agencies.
- Projects delivered on time, on budget and to quality standards.
- Strong cross-team working relationships with key stakeholders.
- Positive feedback from students, colleagues and stakeholders.
- Improvements in commercial performance for the team or department.
- Contribution to the development of policies, processes and systems.

#### Knowledge/Qualifications/Skills/Experience required

- Experience of leading and managing multi discipline teams for 3+ years
- Experience of hands on delivery in agile and waterfall methodologies in various roles.
- Understanding of domain architectures (Business, Application, Data, Technology)
- A professional manner and ability to develop effective working relationships with colleagues, clients and third parties
- Awareness of current trends in technology (e.g. cloud)
- Good communication skills and the ability to break down technical issues and explain them in layman's terms.
- Excellent organisational skills and meticulous attention to detail.
- Strong analytical and problem-solving skills.
- Positive experience of working within a customer-services orientated environment.
- Professional qualifications for Business Analysis like BCS or IIBA is mandatory
- Professional qualifications for User experience design (Cx/Ux) is highly desirable
- Professional qualification or equivalent experience of product design and product management is desirable.
- Experience using UML and BPMN notation is desirable.
- Knowledge of business process optimization techniques like Lean and Six sigma and some experience in AI for process automation is highly desirable.
- Interest in Application or Enterprise Architecture

#### Resources including team management

- Line management of all Business Analysts, Product Manager(s) and Senior Ux Designer(s) – 7 people (max 9).
- May include matrix management of some third party resources in relevant domains.

<b>Staff</b>	Currently a team of 7 internal staff but could include a mixture of external resources too.
<b>Budgets</b>	<b>N/A</b>
<b>Date Updated</b>	<b>August 2023</b>

