

# JOB DESCRIPTION

<b>Job Title</b>	<b>Digital Learning Product Manager</b>		
<b>Reports to</b>	<b>Director, Digital Product Development</b>		
<b>Department</b>	<b>Digital Learning</b>		
<b>Job Family</b>	<b>Learning – Design Focus</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

Digital Learning has a school-wide responsibility for the strategic direction, implementation and delivery of the digital learning portfolio, education technology roadmap and the School's library strategy. We are also responsible for generating revenue from the online portfolio. We deliver value to the school and its mission by leading and driving the following areas:

### Curation

Enable effective curation of the School's acquired and created learning resources and provide streamlined access, ensuring compliance with legal and regulatory guidance.

### Digital Product Portfolio

- 1) Grow the LBS online portfolio generating revenue from B2C, re-enforce the brand, and support LBS Executive Education to be a leading global digital executive learning provider.
- 2) Experiment with and explore new content, technologies, and trends to future proof our portfolio to deliver value and improvement to the digital learning experience.
- 3) Manage digital resource priorities for internal clients such as Advancement, Degree Programmes and Careers Centre, that can be reused across our learning experiences.

### Research Amplification

Amplify the visibility of the School's research through effective management of research systems, data and processes that underpin the School's research lifecycle.

### **Technology and Systems**

Deliver a systems and technology portfolio that will:

- 1) Meet the needs of the School and departmental strategies.
- 2) Ensure availability of data for inclusion in the LBS Data Warehouse

### **Job Purpose**

***Evolve our digital learning portfolio and grow our online products and services to support Degree Education, Careers and Advancement. Experiment with and explore new content, technologies, and trends to future proof our portfolio to deliver value and improvement to the digital learning experience.***

- Lead on the learning design, product development, and delivery of learning solutions that meet the highest standards of quality and effectiveness, including hands-on execution within area of remit.
- Strategic product management including full oversight of the product lifecycle, from discovery and development to launch and continuous improvement.
- Partner with DE, CC, Advancement, and Faculty to enhance digital learning across our programmes and play a pivotal role in shaping the vision, strategy, and execution of our digital learning products.
- Shape and implement the lifelong career and online learning offering for alumni via the Forever Learning platform.
- Keep up to date with external thinking and innovation in both the learning technology and competitive online learning space. Promote continuous improvement and identify opportunities to improve processes and products.
- Accurate and tracked financial management of course production budgets.
- Managing collaborations with SMEs and across departments for the core learning offerings.
- Manage and coordinate external contractors and internal product development team resource to deliver projects on time and within budget.

### **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 and manage operational plans in own area.
- Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of learning interventions.
- Contribute to the development of a clear product vision and strategy that aligns with the LBS organisational goals and market needs.

#### **Product Proposition and impact assessment**

- Conduct market and user research to identify trends and opportunities for new learning products and enhancements.
- Collaborate with Advancement, Marketing, Career Centre, Degree Education to deliver digital learning solutions fit for the audience.

- Collate and advocate for both new products and new product features and enhancements based on user feedback, market demands, and the School's learning strategy.
- Utilise data analysis to inform product development, ensuring decisions are data-driven and aligned with audience needs and market trends.

### **Learning Design and Execution**

- Lead the end-to-end learning product development process, from ideation through to launch and beyond.
- Contribute to the ideation of the design and development of learning materials, including storyboarding and quality assurance checks.
- Manage activities to understand and assess learning needs, ensuring that findings are communicated effectively to relevant stakeholders and inform the design of learning interventions.
- Collaborate with colleagues from other departments to offer learning design consultancy to help empower others to integrate effective design processes and learning science into the final outputs.
- Share best practice and relay learning designer skills to support colleagues in the hands-on execution of content production design, ensuring it aligns with our educational standards.
- Conduct focus groups and user testing to gather qualitative input on how the products function.

### **Project Management**

- Lead and manage large-scale learning projects ensuring they are delivered on time, within budget, and to high-quality standards.
- Partner with key stakeholders to identify and resolve any blockers that arise within projects.
- Collaborate and communicate with team members to effectively conduct resource allocation.
- Oversee the responsibilities and performance of contractors, ensuring their work meets project and quality standards.

### **Stakeholder collaboration and relationship management**

- Engage with internal stakeholders (e.g. Degree Education, Faculty) to gather requirements and ensure alignment for new products and learning solutions.
- Act as the primary point of contact for external collaborators, SMEs, and contractors involved in the respective products to ensure effective communication and collaboration.
- Work closely with Department Directors to remain aligned with the School's objectives and goals over long-term.

### **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 any necessary action based on feedback and escalate issue resolution when required.

### **Financial Management**

- May carry responsibility for a specific budget, fulfilling financial management requirements and ensuring the cost-effective use of financial resources within budget.

#### **KPIs:**

- Delivery of high-quality service in own area of specialism.
- Quality of recommendations and input into wider strategic and operational planning.

- Development of solutions and improvements to complex problems within own area of specialism.
- Contribution to the successful delivery of learning initiatives.
- Effective resource management and quality/timeliness of support provided to faculty/colleagues.
- High-quality work delivered by third-party contractors and agencies.
- Projects/programmes delivered on time, on budget and to quality standards.
- Strong cross team working relationships with key stakeholders.
- Positive feedback from students, colleagues and stakeholders.

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

- Bachelor's degree or equivalent experience in education.
- Professional qualification or equivalent experience.
- Excellent communication skills with the ability to engage a variety of audiences.
- Project/product management experience with advanced planning skills.
- Excellent analytical and problem solving skills.
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritise and focus on key objectives at hand.
- Strong communications skills across different groups of individuals with varied needs.

#### **Resources including team management**

<b>Staff</b>	
<b>Budgets</b>	
<b>Date Updated</b>	