



## Job Description

<b>Post/Job Title:</b>	<b>Digital Product Manager</b>
<b>Ref:</b>	<b>771</b>
<b>Location:</b>	<b>Studland House, Lansdowne Campus</b>
<b>Professional Service:</b>	<b>Marketing, Recruitment &amp; Communications</b>
<b>Normal Hours Per Week:</b>	<b>Full time</b>
<b>Grade:</b>	<b>G7</b>
<b>Accountable To:</b>	<b>Deputy Head of Brand, Content and Channels</b>
<b>Special Conditions:</b>	<b>Flexible approach and additional hours may be required</b>

### Job Purpose

The Digital Product Manager shapes and leads the university's core digital platforms within Marketing, Recruitment & Communications, owning their delivery, operation, and ongoing evolution. At the heart of the portfolio sits the public website, the university's shop window for prospective students, current students, staff, and the wider world, and the most business-critical service in the mix. The role makes sure the website, staff intranet, and supporting marketing platforms are reliable, user-centred, accessible, compliant, and genuinely effective in powering marketing, communications, student recruitment, and engagement.

Working to agreed institutional and departmental strategies, the postholder is the product owner for a portfolio of marketing and communications digital products, setting the product vision and turning strategic priorities into clear, ambitious roadmaps. They decide where to invest, what gets built next, and when platforms move through their lifecycle, owning the product backlog and working closely with internal teams and suppliers to deliver real, measurable improvements.

This is a role that blends technical and operational leadership with hands-on platform management. It calls for a broad, practical command of digital platforms and technologies, spanning CMS, DAM, website architecture, design systems, UX, accessibility, analytics, CRM, and marketing technology. The postholder will need to be hands-on, while providing the direction, governance, and guidance that keeps digital services evolving in step with what users and the organisation need.

## **Main Responsibilities**

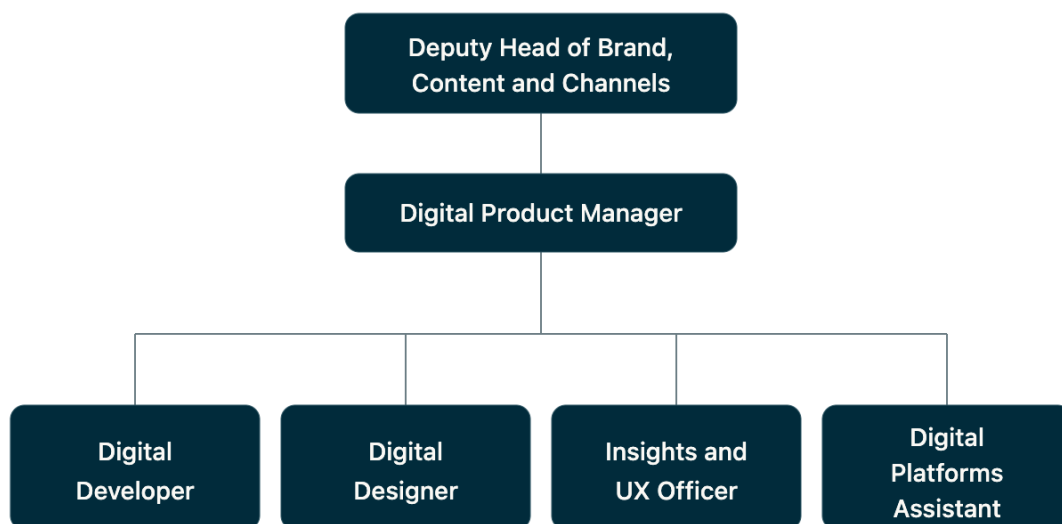
1. Deliver the agreed strategy for the university's digital marketing platforms, leading the day-to-day operation, governance, and continuous improvement (including the use of AI) of the public website, staff intranet, and associated marketing platforms.
2. Manage and maintain a comprehensive digital product and platform roadmap, translating strategic priorities into a prioritised backlog and sprint-based delivery plans that support marketing, communications, student recruitment, and engagement objectives.
3. Act as the department's lead practitioner for digital platforms, working with stakeholders across the university and external suppliers to provide expert guidance and ensure systems, content, and integrations operate cohesively.
4. Ensure that the university website and related platforms are reliable, user-centred, accessible, and compliant, meeting data protection legislation (e.g. GDPR) and accessibility standards (e.g. WCAG).
5. Act as the operational lead for web and platform governance, ensuring that content, systems, and integrations meet agreed quality, accessibility, usability, and regulatory standards.
6. Lead and develop a small specialist digital platforms team, setting clear priorities and standards while remaining hands-on in platform configuration, optimisation, troubleshooting, and delivery where required.
7. Hold accountability for the digital platforms budget, including forecasting, prioritisation of spend across platforms, and balancing investment and delivery decisions within agreed financial constraints.
8. Work collaboratively with stakeholders across Marketing, Recruitment & Communications, IT, academic faculties, and professional services to deliver effective, joined-up digital platforms that meet user and business needs.
9. Manage relationships with external suppliers, including platform providers and agencies, overseeing platform capabilities, upgrades, support contracts, and the timely delivery of enhancements and fixes.
10. Lead and embed a product-led Agile (Scrum) way of working across the Digital team, establishing effective backlog ownership, sprint-based delivery, and continuous iterative improvement as standard practice.
11. Act as the department's lead contact for non-technical marketing platform integrations, ensuring third-party tools integrate effectively within the wider digital ecosystem.
12. Support technical SEO and GEO digital findability through collaboration with content teams and the application of best practice in site structure, metadata, and platform configuration.
13. Provide leadership on content governance and content lifecycle management, ensuring digital content remains accurate, accessible, user-focused, and aligned with institutional priorities.
14. Develop, maintain, and own clear documentation of the university's digital ecosystem, including platforms, integrations, dependencies, governance arrangements, and key stakeholders.

15. Design and deliver platform training for internal teams, promoting best practice, consistent use of systems, and compliance with governance frameworks.
16. Maintain accurate platform documentation, guidance, and training materials to support digital capability and knowledge-sharing across the organisation.
17. Monitor emerging trends and developments in digital platforms, AI, governance, and web technologies within Higher Education and the wider sector.
18. Undertake any other duties appropriate to the role as required.

### **Organisation Structure**

Marketing, Recruitment & Communications is responsible for the university’s strategic marketing, student recruitment, information and research, corporate and internal communications.

The Digital Product Manager reports to the Deputy Head of Brand, Content and Channels within Marketing, Recruitment & Communications.



### **Contacts**

**Internal** Staff at all levels within Marketing, Recruitment & Communications, IT, faculties and professional services

**External** External marketing, digital development, design and SEO/GEO agencies and freelancers. Prospective students.

## **Challenges**

- Balancing the demands and requests of multiple stakeholders and governance requirements in a complex digital environment.
- Driving digital platform innovation and adoption of new technologies and features, while ensuring accessibility and compliance standards are met.
- Collaborating effectively across multiple teams to ensure they are utilising the digital platforms to deliver student recruitment campaigns.

## **Information Governance Responsibilities**

Data User Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

## **Safeguarding and Regulated Activity**

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an offence to apply for and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's Safeguarding Policy and Suitability Statement on the Recruitment and Employment of Ex-offenders.

## **Additional Information**

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

**June 2026**

## Person Specification

Post / Job Title: Digital Product Manager		Post No: 771
School / Professional Service: Marketing, Recruitment & Communications		
Date: June 2026		
<b>SELECTION CRITERIA</b>		<b>Essential / Desirable</b>
<b>Knowledge (including experience &amp; qualifications)</b>		
Educated to degree level or equivalent relevant industry experience		E
Experience owning and managing a portfolio of digital products or platforms, including setting priorities and making trade-off decisions across products		E
Experience owning digital platform strategy and roadmaps		E
Experience of line-managing, coaching, or leading a specialist digital or technical team		E
Experience acting as Product Owner or Digital Product Manager, with responsibility for backlog ownership and prioritisation in an agile delivery environment		E
Experience holding accountability for digital or technology budgets, including forecasting, prioritising spend, and managing investment decisions within financial constraints		E
Experience managing relationships with third-party platform or service providers and maximising the value by utilising functionality and services		E
Strong knowledge of web governance, accessibility standards (e.g. WCAG), and data protection legislation (e.g. GDPR)		E
Experience exploring and implementing AI features or automation within digital platforms or content workflows (including design and development workflows)		D
Experience developing and delivering training to support digital tools/platforms		E
Experience contributing to platform integration projects (non-technical)		D
Experience of working in Agile Scrum teams		D
Experience working in Higher Education or a similarly complex organisation		D
Understanding of user experience principles in web design		E
Familiarity with analytics, reporting, and platform performance evaluation		E
<b>Skills</b>		
Ability to translate user and business needs into requirements which are then prioritised in a product backlog		E
Strong interpersonal and communication skills with the ability to influence and engage a range of stakeholders		E
Ability to assess and prioritise competing product and platform investments, balancing value, risk, cost, and delivery capacity across a portfolio		E
Ability to understand and manage complex digital ecosystems, integrations, and dependencies across multiple platforms		E
Strong attention to detail and commitment to quality assurance		E
Familiarity with CMS platforms, content workflows, and digital asset management		E
<b>Attributes</b>		
Collaborative team player		E
Self-motivated with a proactive, can-do attitude		E
Willingness to undertake training and continuous professional development		E
Creative and enthusiastic about improving user experience		E
Commitment to delivering service excellence and continuous improvement		E