



JOB DESCRIPTION

POST:	Product Development Manager
RESPONSIBLE TO:	Head of Fundraising Development & Operations
LOCATION:	Home Based (with the option to work from our bases in Edinburgh or Glasgow)
SALARY:	£27,477 to £32,076

Children 1st, VISION and VALUES

Our vision is that children in Scotland will be safer, will grow up in strong, resilient families and will have access to early help and support when they need it. They will have their rights protected in all areas of their lives. Prevention of harm to children, stronger, more resilient families and communities, greater respect for children's rights and strong partnerships and community engagement will be our measure of success.

Our core values guide how each one of us works in our individual day to day job:

- Respect - Treating everyone with respect and fairness
- Integrity - Being responsible and accountable
- Participation - Involving others in our work
- Excellence – Striving for the highest possible standards

Job Purpose

Children 1st Fundraising is going through a period of growth as part of our three-year fundraising strategy. To support in the delivery of our strategic aims we are looking to develop and test new products that will continue to engage and inspire different audiences.

The Product Development Manager will lead on the development and operational implementation of new products, and the evaluation of existing fundraising activities to ensure their continued effectiveness.

The ideal candidate will be an innovative thinker with a strong grounding in delivering effective fundraising, an analytical approach with an eye for detail and the ability to manage complex operational challenges. Experience of working with product development, project management and continuous improvement methodologies would be desirable.

Key tasks

Strategic planning and performance

- Deliver against annual income targets, manage project budgets and develop products that have the potential to deliver sustainable income for the charity.
- Contribute to strategic planning by providing market research, horizon scanning and insight from across the sector.
- To take an evidence-based approach to identifying and targeting potential audiences for new products.
- Gather and use audience insight to spot opportunities for income growth or development.
- Develop business cases for new activities, providing robust figures, KPIs and resource requirements.

New product development

- Define and embed a product development approach across fundraising.
- Lead on gathering requirements for new products or projects across fundraising.
- Own and manage a product development pipeline, including responsibility for generating income from new developments.
- To support others to development and test new ideas and approaches to fundraising.
- To lead, and where required support others, the operational delivery of new products, events and fundraising activities.
- Ensure the effective alignment of all elements for fundraising activities (e.g. marketing, operational processes, data management etc).
- Work with colleagues from across the department to turn new ideas into reality.

Reporting, review and evaluation

- Undertake detailed planning and evaluation of tests, ensuring learnings are utilised, and all stakeholders have input.
- Monitor and evaluate performance of new and existing products and propose areas for change and improvement.
- Produce regular reports, draw conclusions and make recommendations to improve future activity and feed into longer term strategic plans.

Other duties

- Support the fundraising colleagues to ensure activities are delivered in accordance with fundraising compliance and best practice.
- To attend fundraising and/or administrative meetings as and when required.

Any additional duties will normally be to cover unforeseen circumstances or changes in work and will usually be appropriate and compatible with the regular type of work. If an additional task or responsibility becomes a regular or frequent part of the job, it will be included in the job description in consultation with the post holder.

ADDITIONAL RESPONSIBILITIES

- To be committed and adhere to Children 1st vision and values.
- To comply with Children 1st code of conduct (All Children 1st staff) and Codes of Practice for Social Service Workers and Employers (specific to Children and Family Services Divisional staff).
- To actively consider the involvement of children, young people and families with whom we work, in all areas of practice and to implement the Children 1st Participation Standards.
- To actively consider the involvement of volunteers in all areas of our work and to implement the Children 1st Volunteer Development Standards and Policy.
- To observe all health and safety requirements.
- To work within and promote policies in relation to Equal Opportunities and anti-discriminatory practices.



PERSON SPECIFICATION

POST: Product Development Manager

AREA	ESSENTIAL	DESIRABLE
<u>Qualifications</u>	Educated to good level or equivalent work experience: excellent communication, stakeholder management, planning and project management.	
<u>Experience</u>	<p>Experience working in fundraising or similar environment.</p> <p>Experience of working with product development pipelines.</p> <p>Experience of managing stakeholders.</p> <p>Experience of leading multi-disciplinary teams to deliver project outcomes.</p> <p>Experience in a similar product development role.</p>	<p>Experience of bringing fundraising products to market.</p> <p>Experience of gathering, analysis and utilisation of customer insight.</p>
<u>Knowledge</u>	<p>Knowledge of product development, project management or continuous improvement methodologies (e.g. Agile, Lean, etc).</p> <p>Knowledge of data protection and GDPR, particularly in relation to marketing communications.</p>	<p>Knowledge of the charity sector in general and fundraising specifically.</p> <p>Knowledge of the charitable giving marketplace in Scotland.</p> <p>Knowledge of technology applications and trends, particularly digital approaches to charitable giving.</p>
<u>Skills</u>	Ability to use data to generate insight and make decisions.	Ability to scope projects and gather requirements.

	<p>Ability to gain buy in from a range of stakeholders.</p> <p>Ability to plan for the medium and long term.</p> <p>Ability to identify trends and spot opportunities based on robust knowledge and insight.</p> <p>Ability do 'see things through' and deliver on aims and objectives.</p> <p>Ability to manage workload and take initiative.</p>	<p>Ability to apply robust methodologies to delivery of work.</p>
<p><u>Other</u></p>	<p>Confidence to make decisions with agreed parameters, in line with the responsibilities of the role.</p> <p>Facilitative approach to working with colleagues and delivering on objectives.</p> <p>Commitment to Children 1st vision, mission and values</p> <p>Commitment to and understanding of the principles of participation</p> <p>Commitment and promotion of equal opportunities and anti-discriminatory practices at work</p> <p>Awareness of personal responsibility in relation to health and safety</p>	<p>Commitment to working with Volunteers</p>