



Job description

Digital Product Manager (B2B)

September 2020

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched 26 partnerships with 23 universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have around 1800 employees, based all round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

Role context

The global digital team, based in Brighton, oversees INTO's digital platforms (including INTOStudy.com and <http://partnerportal2.intoglobal.com>), and develops and implements its digital recruitment strategy via organic, paid and earned channels. It is also responsible for local language content across the various platforms. The digital team works closely across many other functions within the company to maximise and continuously improve the contribution that digital makes to INTO's performance.

Reporting line

The role reports to the VP, Global Digital Marketing

Key accountabilities and duties

Key accountabilities

- You will be the 'commercial voice' on behalf of the business as we expand and develop our digital platforms to service B2B customers.
- You will take responsibility for the entire customer journey for the B2B channel (agents/university partners/vendors) - of which the digital systems are one part – ensuring it is tightly integrated with the wider business including other online/offline activities and operations.

IUP 2 LLP
ONE GLOUCESTER PLACE
BRIGHTON, EAST SUSSEX
BN1 4AA, UK

T +44 [0]1273 665200
F +44 [0]1273 679422
E corporate@intoglobal.com
W intoglobal.com

- You will work with technology product owners on feature development, and supporting scrum team work where needed.

Role and responsibilities

- Ensuring the product across all scrum teams is aligned for the channel and meets business needs.
- Initiating feature ideas - working with the technology product owners and others (e.g. UX/Analytics) to develop concepts/designs – then handing to the technology product owners for final spec and build.
- Setting Customer Experience expectations (e.g. page speed/load times) for their channel/users.
- Setting analytics benchmarks/measures of success for new features.
- Reviewing analytics on how a product is working within the broader customer journey.
- Leading on adoption of new features which may include end user training/communications.
- Acting as a key stakeholder on product roadmaps and priorities, leading work with business stakeholders including INTO's overseas network of offices and Global Recruitment Unit.
- Work closely with other members of the Marketing team – such as the Head of Content, Head of Local Language, the B2B Social Media Exec and CRO & Data Analyst – to ensure a joined-up ecosystem of B2B marketing, content and fulfilment.

About you

- A tenacious and resilient individual, who is a strong advocate on behalf of B2B customers including agents, vendors and partner universities .
- You will have a strong understanding of the end-to-end Agile process and experience of working with Product Owners/Scrum teams.
- You will be able to negotiate and manage competing stakeholder demands across the business and prioritise them.
- Confident, sociable, team player.
- Innovative, problem solver, with a can-do fast acting attitude.
- Conscientious and self-driven.
- An eye for detail.

The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Location

The post is based in Brighton. Travel abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Please see the next page for person specification...

Person specification

Education and qualifications	Essential	Desirable
Undergraduate degree or equivalent	x	
Experience in higher education, public sector marketing, media management or PR.	x	
Postgraduate degree or equivalent in business, marketing or media-related subject.		x
Skills	Essential	Desirable
Experience of Agile methodologies	x	
Being the advocate for the B2B customer on digital platforms	x	
Strong project management skills	x	
Good knowledge of B2B marketing channels (online and offline)	x	
Experience of working in a complex global organisation	x	
Experience of interacting and briefing product owners on technical requirements	x	
Experience of working with analysts and UX designers to develop concepts	x	
Understanding of Salesforce CRM and integrations		x
Understanding of Google Analytics or Heap		x
Personal attributes	Essential	Desirable
Excellent communication and interpersonal skills.	x	
Creative, enthusiastic, and driven.	x	
Excellent time management skills, self-motivation and ability to engage in multi-tasking.	x	
Exceptional attention to detail.	x	
Ability to work on own initiative, as well as contribute constructively in a team environment.	x	
Flexibility to work on projects at short notice.	x	
Ability to prioritise, meet deadlines and work under pressure.	x	
Ability to negotiate and communicate confidently and professionally with peers, senior managers, University stakeholders and third-parties.	x	
Awareness of developments and trends in international HE.		x