



Advancing Business Education

# RECRUITMENT PACK



# ABOUT ABE

ABE is a not-for-profit skills development specialist and awarding organisation. We provide internationally recognised learning, credentials and quality assurance in the fields of business, entrepreneurship and employability.

We exist to empower people to transform their lives and communities by gaining high-quality business, management and entrepreneurial skills.

## HOW WE WORK

We work with a network of international education partners to develop skills that support businesses, empower individuals, reduce gender inequality and tackle extreme poverty.

Our post-school qualifications are delivered through a network of high-quality accredited TVET centres (colleges and training providers). Our qualifications enable people to become professionally qualified business practitioners at any age or stage in their career, frequently providing their sole pathway to higher education.

Our work with schools develops business and entrepreneurial know-how in children and helps them prepare for a more sustainable future.

## WHY WORK WITH US

When you join ABE, you're part of a small but dedicated team committed to our social mission. Our culture is friendly, inclusive, hard-working with a can-do attitude. People are willing to do whatever it takes to achieve our objectives and help each other out.

## EQUAL OPPORTUNITIES

We are committed to equal opportunities in employment and service delivery. The policies and practices of ABE aim to promote an environment that is free from all forms of unlawful or unfair discrimination and they value the diversity of all people.





**"I HELP STUDENTS  
ACHIEVE THEIR  
DREAMS TO GET  
A BETTER JOB  
AND MAKE A  
BETTER LIFE FOR  
THEIR FAMILIES."**

# Product Manager

**Reports to:** Head of Product  
**Salary:** Salary band D, £40,850 p/a  
**Based:** Home-based with some travel to head office in New Malden required  
**Contract type:** Full time

## Job Purpose

Reporting to the Head of Product, the Product Manager will be part of a team that is responsible for developing products and managing the product lifecycle, including regulated qualifications and non-regulated courses. The Product Manager will help the company to diversify its product and services portfolio with profitable, relevant, and impactful offerings. As ABE operates across a range of international settings, they will be effective at bridging strategic objectives with the reality of local contexts and will structure appropriate products leading to successful adoption.

## Key Tasks, Accountabilities and Responsibilities:

- Responsible for designing, developing and executing products that align with the overall business strategy and product vision. For new products, this will include overseeing the entire product lifecycle, from ideation to launch and beyond. For existing products and qualifications this will involve a regular review and continuous improvement process by defining and tracking product metrics, such as customer acquisition, retention, and engagement, and for qualifications, reviewing the assessment strategy to ensure that it remains fit for purpose.
  - Responsible for identifying market opportunities, scanning and interrogating market trends and needs, and defining the products which will further ABE's mission and lead to a more open and inclusive global market economy.
  - Responsible for gathering and analysing customer feedback, conducting market research through focus groups and persona modelling, and acting swiftly on the available evidence, prioritising features and functionality based on customer needs.
  - Accountable for product business performance; working with the finance team to set appropriate price points and/or pricing strategies which deliver profitability and competitive advantage; keeping ahead of competitors through ongoing research and analysis and turning competitor insights into tactical product/value enhancements.
  - Responsible for working with Sales and Marketing teams to shape and direct key messages and create/deliver information about products, clearly articulating a compelling value proposition and competitive features.
- Cont/...

# Key tasks, accountabilities and responsibilities (cont/...):

- Accountable for commissioning work from Subject Matter Experts (SMEs), providing clear briefs and project plans, ensuring that product builds are tested and delivered on time and budget and within rapid go-to-market timeframes.
- Responsible for timely and effective project management of product builds and reviews.
- Responsible for communicating proactively with stakeholders, including partner organisations, content developers/SMEs, universities, ABE centres, and regulatory authorities as appropriate.
- For qualifications, the Product Manager is responsible for setting and checking the delivery schedules for the development of assessment materials and work collaboratively with the relevant teams to ensure materials are produced and delivered to agreed published dates and regulatory requirements. Responsible for commissioning the development of assessment materials (question papers) and mark schemes from SMEs; as required, liaise with the Chief Assessor and Chief Examiners to ensure that assessments meet the required standard.
- Accountable for creating and reviewing SOPs and contributing to streamlining and refining processes relating to product management.
- Keeping up to date with regulatory changes and work collaboratively with the Head of Product and the Quality Compliance and Risk Team to ensure all policies and procedures that relate to assessment are consistent and compliant with the Ofqual General Conditions of Recognition.
- Keeping up to date with advances in learning technology, pedagogical practices, themes and concepts especially in international education, staying abreast of economic developments in international markets, and in the future skills agenda, with the ability to turn insights into commercial opportunities.
- Contribute to and where necessary lead on other projects that benefit ABE, including bespoke client projects.
- As required, work collaboratively with ABE's parent company and/or group structure to develop products and propositions.

Cont/...

**"THERE IS A  
REAL ENERGY  
TO THE PLACE  
THE PEOPLE CARE  
PASSIONATELY  
THERE IS PERSONAL  
ATTACHMENT."**

Statement from staff focus group.



# Person Specification

- Educated to degree level or equivalent
- Project management experience; ability to plan complex activity and manage time and projects effectively
- Experience in product management and/or qualifications development
- Experience and proven track record of matrix management across remote teams
- Ability to effectively analyse data and produce accurate reports and papers, establish facts and draw valid conclusions
- Commercial acumen and a customer-centric approach
- Ability to communicate effectively and professionally with a 'support first' focus
- Self-motivation and excellent organisation skills
- A team player
- 'Culturally fluent' - committed to supporting underserved groups in international contexts, developing inclusive solutions whilst interrogating our own biases
- Agility, tenacity, and a willingness to experiment
- Able to establish and build productive working relationships with external consultants, including academics and industry professionals, other key stakeholders, both internally and externally across different cultures
- Efficient in Microsoft Office
- Deliver and facilitate goals in a changing environment, enthusiastic about the need for continuous improvement, identifying opportunities for improvement, and supporting the implementation of change where it meets the objectives of ABE and the needs of its customers
- Comfortable juggling multiple tasks and priorities, and able to work effectively under periods of pressure
- Confident speaker, experienced in delivering in-house team training and briefings.

## Desirable

- Experience and proven track record of working and applying the Ofqual GCoR
- Project management qualification
- Experience of teaching and/or assessment
- Experience of working in international education markets

The job holder is required to demonstrate appropriate levels of competence and behaviours in line with ABE's Mission and Vision, in particular always acting with integrity, openness and respect for others. This job description is not exhaustive, the holder is expected to show positive behaviour towards any stretch and challenge projects this role may require.



# More About ABE

ABE is a non-profit skills development specialist, and an independent subsidiary of the Institute of Leadership and Management, a registered charity.

We are a small company with a big mission and we consistently 'punch above our weight' by delivering British qualifications and educational solutions in some of the most complex, challenging and fragile environments in the world.

We believe we can achieve more in partnership, and we focus on developing impactful collaborations and enlarging our network of delivery centres around the world.

We have a core team of staff and technical experts in the UK, working to ensure the quality of delivery of ABE qualifications to a high standard of operational efficiency, across complex and challenging global markets.

Our commercial team consists of a global network of local specialists, business development managers, regional directors, and affiliates. Our qualifications and non-regulated courses are delivered through a network of over 150 delivery partners worldwide.

## Our Mission

We exist to empower people to transform their lives and communities through gaining high-quality business, management and entrepreneurial skills.

## Our Values:

- Always learning and always open to new ideas.
- We embrace uncertainty as a necessary condition for innovation to flourish.
- We see risk as opportunity.
- We are bold.
- We think ahead.
- We act with integrity.
- We support and challenge each other respectfully and constructively.

This job description is not exhaustive, the holder is expected to show a positive attitude towards any stretch and challenge projects this role may require.

**"I ENJOY  
ENGAGING WITH  
STUDENTS AND  
MY TEAM...  
I GENUINELY  
LOVE MY WORK!"**





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