

Product Manager

Reports to	Head of Product Management
Based	New Malden, Surrey
Contract type	Permanent, full time
Direct reports	None

About ABE

As the pioneer in global business education, ABE was founded more than 40 years ago with a clear social purpose to improve business education for aspiring entrepreneurs in developing countries, many of which are now high-growth economies. That pioneering spirit remains as we seize new challenges to engage millennials with flexible and relevant learning content and credentials.

Today, ABE works all over the world and 1.5 million people have mastered essential modern business concepts and gained the skills and confidence to apply them through ABE's active-learning courses. ABE continues to play a vital role in helping to diversify and grow economies, reducing inequality within and among countries, and is at the forefront of the entrepreneurial skills agenda.

Following a period of change and strategic planning, and the appointment of a new CEO, ABE is poised for growth with an exciting agenda to optimise its global qualifications market and innovate for growth with a range of education and membership initiatives.

Job Description

As a key member of the Product Management team, the Product Manager is responsible for the management of ABE products and services, including a wide range of vocational and work-based learning qualifications as well as all supporting resources that meet the needs of national and international audiences. The post holder will contribute significantly to the achievement of the organisation's strategic objectives and will possess a can do, positive start up mentality.

The role will also manage the full lifecycle of products and services, from concept inception through to product review and withdrawal. Supporting the International Business Development team and liaising directly with clients, the post holder will ensure that new products fit with client requirements, as well as meet relevant regulatory criteria where applicable. The post holder will also work closely with the rest of the Product Management team on managing the product and service pipeline, launch and withdrawal.

Key Accountabilities will include:

- Evaluate the education market for innovative new products and services incorporating the latest thinking and practice in the use of online learning and assessments, collaborating with the Product Manager (Assessment).
- Research and analyse feedback from International Business Development, Marketing, Assessment, examiners, colleges, students and employers, to understand product requirements and identify and review new product ideas.
- Collaborate with the rest of the Product Management team to develop and maintain the product pipeline to secure income growth.
- Contribute to ABE's strategic and operational relationships with relevant national and international educational and occupational bodies, including Sector Skills Councils, Educational institutions and other major external bodies maximising ABE's influence.
- Support the International Business Development team during client visits and evaluate all market opportunities to make recommendations for accreditations, endorsements and badging based on suitability for our markets.

- Research subject and sector requirements with regards to ABE products.
- Conduct international qualification and assessment mapping and benchmarking.
- Develop, and keep under review, processes for the end-to-end product lifecycle management and implementation of the products and services.
- Review feedback on how well products and services meet the needs of customers and stakeholders to inform lifecycle management.
- Keep up to date with the latest procedures, regulations and policies for qualification and product development and assessment nationally and internationally.

Person Specification

This role requires the holder to be of graduate calibre and must be able to demonstrate competence against the following essential requirements:

- Experience of working within the FE, HE and/or Work Based Learning sectors both UK and Internationally.
- Demonstrate expert knowledge of the policy and regulatory environment underpinning qualifications and assessments.
- Experience of conducting market research and training needs analysis, translating the results into market-winning product and service propositions that are enabled by technology.
- Experience of writing product proposals.
- Experience of product lifecycle management.
- Experience in project management.
- Willingness to travel within the UK and overseas for short durations.
- Highly developed interpersonal skills in order to develop a collaborative working relationship with internal and external stakeholders.
- Strong written and oral communication, presentation and negotiation skills.
- Able to balance the needs of the customers, students and the business.
- Financial planning and analysis skills.
- Ability to manage concurrent tasks of varying sizes, committed to driving their successful completion in a consistent and timely manner.
- Demonstrate an open and collaborative working style; be a team player and comfortable in an environment where ideas are shared and challenged.
- Experience using Microsoft Office software, including Excel, Outlook, PowerPoint, Project, Visio and Word.
- A knowledge of VLE and digital product solutions

Education, qualifications and related experience

- Educated to degree level
- Experience of developing qualifications or short courses in international markets, ideally in Africa, Asia and the Middle East and work effectively across different cultures
- Knowledge of ABE's qualification portfolio and international markets
- Trained in Agile Project Management (desirable)

The job holder is required to demonstrate appropriate levels of competence and behaviours in line with ABE's organisational values: Passionate, Results Oriented, Customer Focused, Innovative, Quality. This job description is not exhaustive, the holder is expected to show a positive behaviour towards any stretch and challenging projects this role may require.