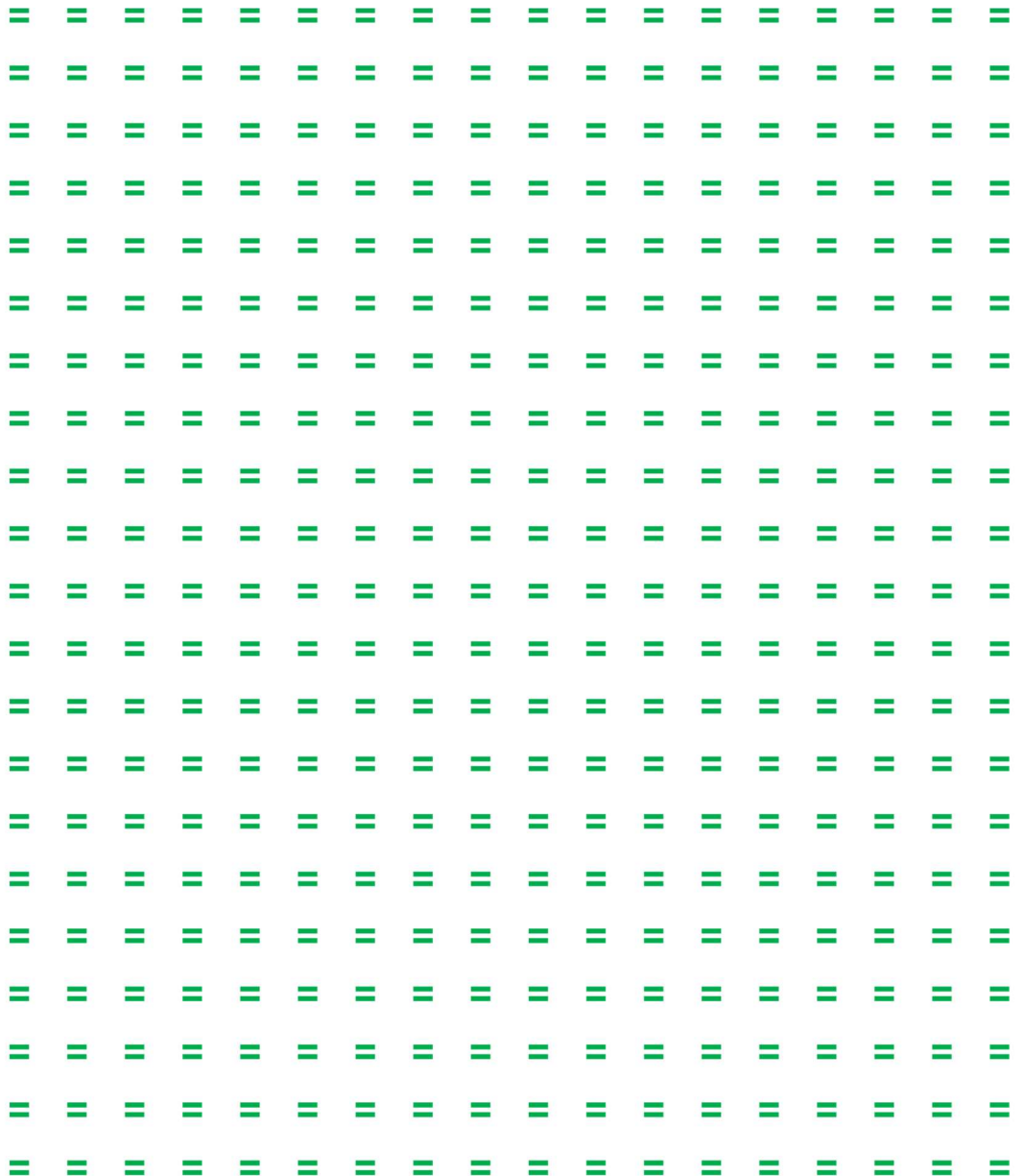


Product Support and Development Manager



Permanent



Job description

Job title:	Product Support and Development Manager	
Grade:	4A	
Date:	November 2023	
Portfolio:	Customer, Partnerships and Innovation (CPI)	
Service:	Products and Services	
Reporting to:	Product Manager	
Responsible for:	N/A	
Main contacts:	Internal:	All functions and teams within CPI
	External:	AAT members, training providers, subject matter experts

Major objectives

As a Product Support and Development Manager, your role sits within our Products & Services function and reports to a Product Manager. The function is a Centre of Excellence on the product lifecycle and management of the suite of products and services within Qualifications, Membership, Commercial and those provided as part of our Charitable purpose.

You will work closely with the Product Manager and collaborate with colleagues across AAT to support and contribute to the development of our product strategy and delivery of our products and services to meet our KPIs, including progression, retention, engagement and growth.

This includes:

- Ensuring product opportunities are identified and maximised.
- Supporting in the development of clearly defined product propositions that underpin growth and engagement, supporting KPI delivery.
- Briefing and overseeing the development and delivery of products and services.
- Co-ordinating relevant and timely customer and market insight, and maintaining up-to-date customer, market and product knowledge to drive action.

Responsibilities

Product lifecycle management

- Managing the lifecycle of products and services from idea through to retire to maximise the value and impact on AAT students, members and customers.
- Collaborating with specialists across AAT and cocreating with our customers and communities to support in the development of the product strategy, ensuring existing products and value propositions remain relevant and fit for purpose.
- Supporting in the development of new product and service proposals that are aligned to AAT's strategic intent and reflect relevant student, member, customer and competitor insights.

Product scoping

- Providing appropriate evidence and insight and contributing ideas to the new product scoping and development process.
- Collaborating with appropriate specialists to scope and develop products and support services that contribute to KPIs.
- Collaborating with colleagues to ensure a co-ordinated and integrated approach to product development and delivery, including informing and developing effective communications with AAT customer segments.
- Represent student, member and customer views and needs across AAT, including ensuring product propositions are delivered and new products and services are tested and fit for purpose.

Insights

- Working with colleagues to develop and maintain high-quality customer, market and product knowledge and being conversant with the characteristics, trends and opportunities of the market in which AAT operates.
- Monitoring member, customer and market trends relating to the product portfolio and, in collaboration with AAT specialists, develop plans to influence engagement levels, supported by data.

Financial and project management

- Contributing to budgeting and forecasting, managing budgets and making recommendations for change as appropriate.
- Ensuring all projects are managed to the agreed quality, timescales and budget.

Other

- Any other relevant duties as assigned

This job description does not form part of your contract of employment.

Person specification

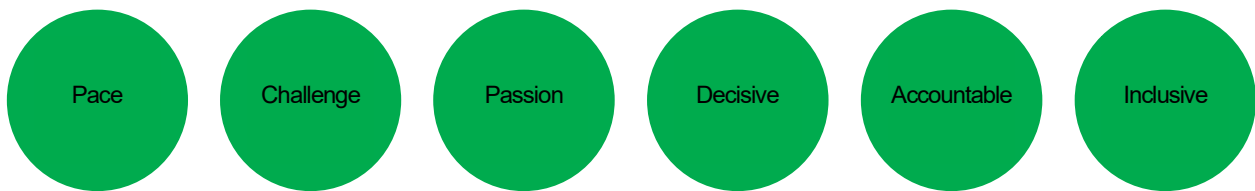
Area	Description	Essential/ Desirable
Knowledge	Product development and lifecycle process	E
	Project management techniques, including briefing and scheduling	E
	Knowledge of professional bodies, training and/or accountancy profession	D
	Knowledge of vocational education and qualifications	D
Skills	Excellent written and spoken English	E
	Planning and managing complex activity schedules	E
	Problem solving skills	E
	Good project management skills	E
	Good financial management skills	E
	Good negotiation, influencing, relationship building and persuading skills	E
	Numerate and analytical	E
	Good presentation skills	E
Experience	Strategy development and implementation	D
	New product development and management of the product lifecycle	E
	Briefing and managing multiple projects	E
	Budget management	E
	Income generation through media sales	D
Education/ Qualifications	Degree or equivalent	D
	Membership of appropriate Professional bodies / Associations	D
Aptitude	Strategic and creative thinker with a positive 'can do' attitude	E
	Practical self-starter with high degree of initiative	E
	Ability to take ownership and responsibility	E
	Results driven	E
	Professional and credible within the organisation	E
	Good team worker	E
	Strong customer focus	E

Our purpose and behaviours

Our purpose

To open up access to finance careers for everyone. To inspire and develop an inclusive community of accounting professionals equipped with the real-world skills needed to help business meet the challenges of our fast-changing world.

Our behaviours



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