



## Job Description

Job Title	Product Designer
Location	Norwich
Reporting To	Head of Commercial Product
Job Purpose	<p>To lead the design, concept and visualisation of new digital products defined by the commercial product strategy. You will productise internal services and technology platforms into coherent digital products that can be signed off and piloted by Product Managers.</p> <p>To work closely with Product Managers to develop concepts and routes to market, the Data and Insight team to ensure concepts address a market need and the Performance Team to ensure the product can be measured against clear performance standards for our customers.</p> <p>The Product Designer will have a clear understanding of the customer segments, markets and communities we serve and the drivers behind why a given solution or product is needed. This will support the value proposition and the end-to-end journey they will establish when creating new products.</p> <p>The product team will ensure that our Commercial teams have the products, value messaging and support required to achieve their commercial revenue targets.</p>
Job Dimensions	<p>This role is responsible for the creation of product 'front-end' - the concepts and visualisation of digital products for communication with the Product Development squads, Commercial teams and Archant leadership. You will work with multiple functions across Archant, as well as external suppliers, to facilitate the development and concept of commercial products and new services to engage our readers.</p> <p>A key challenge of the role is the communication and design skills required to take functionality and services from multiple tech partners and departments and bring them together into one clear product proposition. Digital product exist only on paper and so your ability to visualise and talk about the products you're designing and bring the business with you will be a key success factor.</p> <p>You will also be responsible for working to and reporting against the critical path timelines outlined in the commercial product roadmap, ensuring key deliverables are kept on track with the product concept, its value proposition and design.</p> <p>You will work closely with Commercial, Strategic Panels and the Data &amp; Performance teams to identify new product opportunities while continually refining existing products.</p> <p>You will develop, in liaison with the Marketing and Learning &amp; Development teams, a programme to educate, train and excite the Commercial teams around the products.</p> <p>The role requires close collaboration with Product Managers and tech partners to ensure the products can be built from the tech stack available and to the designs you have created..</p>
Key Metrics	Digital product sales, product performance metrics (clicks, viewability, shares), AOV, customer churn percentage, reader growth, sell through rate,

<p>Main Responsibilities</p>	<p>audience engagement, any applicable product performance metrics.</p> <ul style="list-style-type: none"> <li>● Create and deliver product presentations to bring a product concept to life. Ensuring you and the product team can clearly communicate a products features, how it works and most importantly - the customer challenges it addresses. You will need a visual and creative mindset combined with excellent presentation skills.</li> <li>● Ensure you have graphic visualisations of each product feature and touch points from customer need, to tech, to the end user or read. You will create, design and present products that deliver end-to-end experiences, from advertiser to reader and all stages in between.</li> <li>● Ensure you can talk the business through each product you design clearly, to teams that may work directly on digital products. You will be presenting new concepts and so must bring the business on the journey with you.</li> <li>● Obtain market research information and strategic panel outcomes to identify the requirements and expectations of the potential and existing customer. Build a detailed understanding of customer needs through segmentation and customer analysis.</li> <li>● Obtain through strategic panels and the Data &amp; Insight team a set of customer challenges that you can design a product to address.</li> <li>● Develop relationships and a deep understanding of multiple tech stacks across a broad range of digital products and services.</li> <li>● Take in feedback from existing products and continue to innovate across our whole product range. Products are in a constant state of improvement and you will be critical to outlining what needs to change and how this impacts the product design.</li> <li>● Analyse product performance, market insight, competitor performance, geographic segmentation etc with the Performance team</li> <li>● Assess competitive and emerging industry trends.</li> <li>● Ensure that communication of new product launches and product development is communicated effectively and efficiently as possible, to your design specification within tight deadlines.</li> <li>● Constantly seek opportunities for innovation and improvement across the full product range. Work according to data and insight to continuously improve products</li> <li>● Developing a consistent approach to product design across our commercial product proposition.</li> </ul>
<p>Communication and working relationships</p>	<p>This role requires excellent listening, written and verbal communication - with design and presentation skills. The role requires that complex systems and solutions are understood and can be translated visually and verbally for the wider business.</p> <ul style="list-style-type: none"> <li>● Work with stakeholders from all functions to help develop digital products in line with customer requirements.</li> <li>● Work to a test, learn, refine strategy for digital products to continually drive improvements.</li> <li>● Communicate with internal and external software providers, customers and stakeholders as appropriate to build a deep understanding of the product tech-stacks you are designing across.</li> <li>● Effective working relationships must be maintained with various stakeholders. These include but are not limited to;             <ul style="list-style-type: none"> <li>○ Web developers (front-end and back-end)</li> <li>○ AIS Project Management team</li> <li>○ Editorial teams</li> <li>○ Commercial leadership</li> <li>○ Product Managers</li> <li>○ Head of Performance</li> <li>○ Strategic panels</li> </ul> </li> </ul>



Hours of Work	37.5 hours per week 9.00am – 5.30pm with one hour for lunch.
Most Challenging part of job	<p>Archant is a media organisation proud of its 150 year print heritage and as such you will find yourself in the minority and at times forced to challenge the legacy business. The role requires you to be flexible, patient, supportive and at the same time proactive in gaining and sharing knowledge. In a digital sphere that is changing weekly you will be required to stay current on a variety of digital marketing areas and industries.</p> <p>You will be required to translate multiple capabilities and technology, combined with internal services into a single digital product and present this to the organisation with models, graphics and visualisations to help Archant understand your product concepts.</p>
Health and Safety	All employees must observe and comply with Archant’s policies and procedures for health and safety.
Equal Opportunities	All employees must observe and continually promote equal opportunities and customer care in compliance with Archant’s aims and objectives.
Job Description Agreement	<p>To be signed within 6 weeks of employment after discussions with the line manager. You will work with your line manager to create a series of KPIs that will reflect the job dimensions and responsibilities above and will be used to help you gauge your progress.</p> <p>Manager..... Date.....</p> <p>Post holder..... Date .....</p> <p>This is a description of the job as it is presently constructed. This will be reviewed periodically and updated to ensure that the description fully reflects the duties of the job.</p>



## Person Specification

Job Title: Product Designer

Location: Norwich Office

Job Ref. Number:

Section	Criteria	Method of Assessment
Education, qualifications, training	<ul style="list-style-type: none"> <li>• Bachelor's Degree in Business and or Marketing/Design</li> <li>• Full Valid Driving Licence.</li> </ul>	<p>CV/Application Form</p> <p>CV/Application Form</p>
Experience	<ul style="list-style-type: none"> <li>• 2-3 years product/brand management or design experience gained from, ideally the publishing/media industry but not essential.</li> <li>• Experience taking features and services from multiple sources and bringing them into a single product for sale.</li> <li>• Proven record of design ownership and accountability with evidence of driving the design of new products to achieve committed business benefits.</li> <li>• Strong experience assessing market trends and supplier features.</li> <li>• Previous experience making data-driven decisions.</li> </ul>	Interview and Ability Tests where appropriate
Knowledge, skills and competence	<ul style="list-style-type: none"> <li>• A powerful blend of marketing, technical and commercial expertise, irrespective of how you achieved it.</li> <li>• A good understanding of technical development with the ability to communicate with technical and operational teams on requirements.</li> <li>• In-depth knowledge of relevant technologies, competitors, and market trends, or a strong desire to keep up-to-date with developments there.</li> <li>• First class business engagement, visualisation and presentation skills</li> <li>• Strong creative problem solving skills</li> <li>• A visual mindset and approach to products</li> <li>• Product matrix management</li> <li>• Team player</li> <li>• Confident presenting a business case to management</li> <li>• Adds value to the business</li> <li>• A proactive and results oriented attitude</li> </ul>	Interview and Ability Tests where appropriate