



# PRODUCT MANAGER

JOB DETAILS	
Job Title:	Product Manager – Cochrane Library
Reports to (title):	Head of Innovations, Research and Development
Date:	May 2018

PURPOSE OF THE JOB
<p>To own the Cochrane Library as a product through its lifecycle and ensure its ongoing technological and content development to meet identified user needs. The Product Manager will be responsible for contributing to and implementing key elements of the strategic vision for the Cochrane Library, and be responsible for the overall success of the development pipeline for the product.</p> <p>The Product Manager will act as a ‘champion’ for the Cochrane Library within the organisation. He/She will be responsible for taking the lead in the product market and ensuring a strategic fit between the market environment, the organisation’s capabilities, business needs and the product marketing strategy.</p> <p>The Product Manager will define product priorities, and help to identify the amount of resource, time and effort that should be applied to different user segments and to deliver product goals.</p>

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS
<p><b>Product Roadmap</b> To own the product development roadmap for the Library and create and oversee the associated implementation and release plans.</p> <p>To be a key decision maker in relation to the direction of the product, and to make decisions in relation to product development choices and prioritisation.</p> <p>To be the key liaison point and coordinate the input, interests and expertise of business, editorial, publishing, methods and technology subject matter experts and stakeholder, and to ensure that product strategy is informed by organisational business needs.</p> <p>To plan and lead on the development and innovation of the product guided by strategic decisions made by the Cochrane Senior Management Team and Editorial Board.</p>

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Registered Office: Cochrane, St Albans House, 57-59 Haymarket, London SW1, UK

To act as an ambassador and spokesperson for the Cochrane Library, actively identifying and taking opportunities to champion the product.

Co-ordinate and programme manage the product development implementation plan across technology and publishing teams, including the review and checking of development requirements and solution design.

#### Market intelligence

To ensure that user and customer feedback is regularly and routinely collected and analysed, ensuring that it informs the future development of the product.

To liaise with publisher sales and customer service teams in order to accumulate feedback from users and customers.

Work with the publisher to help oversee usability and product research projects.

To maintain detailed knowledge of the users and funders of and the market for the product.

To keep abreast of developments in the sector and in particular, competitor activities and products.

#### Marketing & Communication

Participate in the oversight of the publisher marketing activities, to ensure that the marketing strategy is aligned with the product strategy and roadmap.

To support the publisher and Cochrane Knowledge Translation communications team in commercial and marketing aspects of any product launch and release cycles, as required.

To participate in communication and training initiatives with the publisher and Cochrane Membership, Learning and Support department, to expand the organisational, community and user knowledge of product features; and demonstrate new features to users and funders.

Lead role in communicating the product roadmap to key Cochrane stakeholders.

#### Product pricing

To participate in discussions with the publisher relating to the pricing of the product and lead internal discussions on changes to the licensing model.

#### Product performance

Work with the publisher to monitor, report and improve product performance. Manage the delivery of quarterly dashboard reports from the publisher.

Manage, monitor and report agreed publisher and publishing platform service level agreements.

## PERSON SPECIFICATION

### Essential experience

Publishing experience in scientific and medical publications and awareness of health knowledge and decision support products.

Minimum 3 years direct product management experience.

Demonstrated track record in developing product strategies and success in defining, launching and managing products.

### Essential Knowledge, Skills and Abilities

Detailed knowledge of the mission and vision of Cochrane Library and in-depth understanding of the needs of its users and the processes that underpin its production.

Proven ability to make decisions, think strategically and take senior-level responsibility

IT literacy and the ability to gain an understanding of the technological aspects of the product, both in terms of its production and publication

Influencing and negotiation skills, sufficient to coordinate work undertaken by other stakeholders and cross-functional teams in the development cycle

Very strong communication and presentation skills, and the ability to translate content deliverables to business and technology focussed colleagues

Ability to analyse, pull together and present the key content, business and technology elements to inform sound strategic decisions

Strong project and programme management skills.

## KEY INTERFACES

Internal: Departments - Editorial & Methods, Knowledge Translation, Membership Learning & Support, IT Services, Finance and Core Services. Cochrane Library Editorial Board.

External: Cochrane publisher and publishing platform provider. Cochrane Library users and customers.

## DIMENSIONS

Budgetary responsibility: Cochrane Library product development budget

Number of direct and indirect reports: 2 direct reports - Business Analyst and part-time Project Manager