

Job Description

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| Job Title: | Product Development Officer |
| Department: | Learn to Swim |
| Reporting To: | Head of Learn to Swim |
| Location: | SportPark, Loughborough |
| Job Purpose: | To assist with the development of our portfolio of products through implementing updates to existing products and developing new products. |

Scope and Accountabilities

(The degree of leadership / managerial / budgetary or people responsibility and/or key focus of the role - what it is expected to deliver)

- Support the development of Learn to Swim products / resources – digital and print - through the product development cycle, ensuring new products and resources suit the needs of the industry and reflect Swim England quality standards. This includes (but not limited to) video, website, textbooks, teaching resources, Awards, events and guidance documentation.
- Supporting the Product Fulfilment Manager to define and deliver profitable solutions for new product introductions, product launches, marketing campaigns and promotional activities.
- Ensure the full portfolio of Learn to Swim resources are on brand and within design guidelines
- Identify opportunities to update and enhance existing resources by ensuring that current products and services are routinely evaluated at the agreed review period. In addition, identify opportunities through interpreting customer needs.
- Ensure technical content and platforms are consistent across all departments.
- Investigate new opportunities to maximise commercial revenue from existing products, through the development of both original and complementary products and/or services
- Proactively monitor Learn to Swim products and resources, recognising the need for updates, optimisation and re-development where appropriate.
- Organise focus groups with Insight Team to collect feedback for existing Learn to Swim products and recommendations for future products/resources.
- Ensure sufficient user testing is carried out for all new or updated Learn to Swim products – optimising ahead of release where necessary.
- Develop and manage project plans on Microsoft project, ensuring project timelines are set and met.
- Monitor spend and input on budget recommendations for complex projects that involve other departments and external partners.

Working Relationships

(The breadth of collaborative working and influence over internal / external stakeholders)

- Work closely with the Marketing & Design team, supporting them to ensure resources are developed and marketed to their full potential.
- Work closely with the team of Technical Aquatics Managers, ensuring that their technical input is heeded in resource development. Review content supplied by Technical Aquatics Managers, flag errors and

write suggested new technical content, to support Technical Aquatics Managers in driving projects forward.

- Work collaboratively and effectively with colleagues across the wider organisation, to act as a bridge between internal and external stakeholders ensuring products and services are well promoted and accessible.
- Develop and maintain relationships internally, developing good working partnerships with others.
- Work in collaboration with technical / industry experts to ensure resources are fit for purpose.

Influence

(The extent to which the role demands strategic thinking to influence colleagues and stakeholders in support of the organisation's aims.)

- Support with Learn to Swim products and services and resource development projects, ensuring they meet the needs of the organisation's objectives and customer expectations.
- Influences content requests to ensure the right balance between technical content and customer expectations.
- Coordinate with other departments to support the integration of the product development cycle into connected areas of the organisation, ensuring a smooth and planned transition from development through to market.

Managerial / Professional Expertise

(The degree of technical knowledge & experience which is needed)

- Develop and maintain a strong understanding of the Learn to Swim Programme and product portfolio to be able to effectively advise and influence product outcomes.
- Use excellent writing, copyediting proof reading skills to ensure the release of high quality, consistent resources.
- Use excellent research skills to ensure fit for purpose products.
- Experience of supporting strategic plans and sourcing insight.
- Able to project manage and drive forward multiple projects and products concurrently, taking into account conflicting stakeholder operational requirements.

Deliverables:

(The actual tasks and KPIs against which performance is measured and appraised)

- Proofread and copyedit resource content through own proactivity or as directed. Coordinate and send product information and updates to relevant internal and external stakeholders / designers / printers etc.
- Monitor, refresh and develop supporting resources, projects and interventions.
- Create draft content and seek approval from relevant Managers.
- Create and maintain working documents for finished materials.
- Ensure the robust version control of all products and materials.
- Ensure that good practice, policy and brand guidelines are adhered to.
- Support with research activities to input into content of new Learn to Swim products and resources.
- Monitor updates to research and statistics used in the Learn to Swim product portfolio and implement necessary changes to product content.
- Support the marketing leads with event planning, customer bookings and pre and post-event comms, including surveys, learning resources and troubleshooting.
- Carry out any other duties as are within the scope, spirit and purpose of the job as requested by the line manager or Head of Department.
- Proactively comply with and promote all organisation policies, in particular those relating to Equality and Diversity and Health & Safety.

Person Specification

| Skills: | Essential | Desirable |
|--|------------------|------------------|
| Ability to proof read to a high standard | E | |
| Excellent organisational skills with the ability to prioritise and multitask different projects | E | |
| Effective communicator at all levels with excellent written and spoken English including correct punctuation and grammar | E | |
| Excellent time management skills | E | |
| Computer literate with a good standard of Microsoft Office skills | E | |
| Ability to consistently apply standards and guidelines | E | |
| Excellent research skills with an ability to identify robust, evidence-based findings and statistics | E | |
| Knowledge: | | |
| A good understanding of the importance of brand guidelines and how to apply these to documents | E | |
| A good understanding of appropriate research referencing | E | |
| Knowledge of Learn to Swim pathways | | D |
| Experience: | | |
| Experience in the field of product development | E | |
| Experience in a similar role at a comparable level | | D |
| Experience of project planning processes | | D |
| Working experience with a membership/subscription product | | D |
| Approach: | | |
| Self-motivated and able to lone work when required | E | |
| A credible communicator | E | |
| Ability to influence based on explaining complex information to a variety of audiences | E | |
| A high level of attention to detail | E | |
| Qualifications: | | |
| Degree educated or equivalent or qualified through experience | E | |

Your Personal and Career Development Plan

Performance and Career Prospects:

(The progression routes to other roles within the business)

This role has been graded Yellow on our Career pathway, therefore other Yellow graded roles could offer additional skills or experience. Green, Blue or Purple graded roles would offer progression.