

Transformation and Technology

Data Product Manager

The job, in a nutshell

We are establishing a new Data capability at Age UK, which will transform the organisation so that everyone has the opportunity to unlock business value from trustworthy data. A core part of this new capability is ensuring that the data products produced by the central data function are valuable, trusted, well documented and adopted by users across the organisation.

The Data Product Manager is responsible for defining, delivering and continuously improving our data products and services so that Age UK colleagues can confidently use data to inform and assist their work. This role will be a part of the Head of Data and AI's managerial team, working to deliver the right data to the right people at the right time to inform business decisions.

The Data Product Manager is a senior role, working across the whole of the organisation. This includes Fundraising, National Services, Network Support, Volunteering, Shared Services, Age Trading and Age International. The post holder will need to develop a deep understanding of all areas of Age UK and establish mechanisms for the effective use of data and how it can be an effective enabler, supporting the delivery of a diverse range of charitable strategic objectives.

www.ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

Our values



Collaborative



Ambitious



Impactful



Inclusive

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What you'll do for us:

- Own the roadmap for the delivery of data products to Age UK, working with key stakeholders to define and assess requirements and capabilities to ensure that the data needs are aligned to Age UK's strategy and operational priorities. Translate business needs into clear data product requirements and measurable outcomes.
- Maintain and prioritise the delivery backlog, balancing quick wins with foundational work, making best use of iterative working and minimal viable products to maximise stakeholder engagement and value.
- Prioritise demand in conjunction with key stakeholders across the organisation, taking into account user processes, security and system changes, technical feasibility of requested changes, and the other work being carried out across the Age UK Technology estate.
- Manage the data product team comprising of Data Analytics Engineering, Analysis and Data Insights, and Marketing Selections, ensuring they work with key stakeholders to deliver the right data products to support Age UK priorities. You will manage, coach and develop the team, providing clear direction, regular feedback and support to build capability, confidence and high-quality delivery.
- Lead by example on the adoption of new ways of working and the use of new technologies, such as Databricks, helping ensure those in the Data Product team to embrace these.
- Development and maintenance of key performance indicators (KPIs) to track the quality, integrity and structure of data products across Age UK, reporting to the SLT and Trustee Digital Committee as required.
- Collaborate with Directors, Heads of Department and their teams to

Location

Hybrid/London

People management

Yes

Division

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ensure these frameworks enable delivery of business objectives while keeping our data and AI use safe, secure and compliant.

- Use AI-enabled tooling as a core part of your day-to-day work to improve the quality and speed of delivery while applying appropriate judgement, governance and data/security standards.
- Lead by example on the adoption of new ways of working and the use of new technologies, such as Databricks, helping ensure those in the Data Product teams to embrace these.
- Advocate for the best use of data, and the whole data function, promoting data literacy by acting as liaison and translation between business requirements and technical requirements, monitoring development processes and providing updates to the business. Be a role model and advocate for data best practices, promoting a culture of data responsibility and informed data use.
- Be self-motivated and undertake continuous learning on current and future tools and techniques, staying relevant in your field and improving Age UK's data driven decision making by sharing the knowledge gained and embedding new ways of working as appropriate.
- Represent Age UK at external engagements as required. This could be through speaking at conferences or by participating in industry working groups for example.
- Demonstrate a commitment to the values of Age UK and the Standards of Conduct, role modelling inclusive behaviours.

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Must haves

The letters after each competency indicates at what stage in the selection process this area will be assessed.

Application = A, Interview = I, Test = T, Presentation = P

Experience

- Proven ability of operating in a senior role providing data products to a business, with a strong ability to translate business goals into data requirements. **A, I**
- Experience of creating product strategies and roadmaps working with a variety of stakeholders. **A, I**
- Experience of promoting culture change across teams; driving collaborative projects; and overseeing new processes & systems. **A, I, P**

Skills and knowledge

- Strong understanding of data concepts: entities, grain, metrics, dimensional/semantic modelling concepts, and data quality basics. **A, I**
- Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives. **I, P**
- Extensive use of MS Office applications. **A, I**

Personal attributes

- An effective communicator, verbally and in writing, able to work collaboratively demonstrating excellent diplomatic and interpersonal skills, both to enable collaboration and to help the wider organisation understand and use data well. **I, P**
- Proven ability to influence and develop trusted relationships at senior level, and effective stakeholder management at all levels. **A, I**
- Proven ability to deliver projects, seeing them through to completion. **A, I**
- Excellent problem-solving ability. Quickly able to establish what options are available to achieve strategic organisational objectives and to make an informed, pragmatic decision on the most effective course

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of action. P, I

Great to have

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Experience

- Experience delivering data products in a Databricks environment. **A**
- Experience of working in a large complex organisation. **A, I**
- Experience of working in the UK Charity sector. **A**

Skills and knowledge

- Familiarity with data governance practices and tooling, including GDPR best practices. **A, I**
- Understanding of key data management technologies and programming languages including Python, SQL, VB, XML and FTP. **A, I**

Any other details

- Occasional travel to other Age UK sites to enable performance of the duties and responsibilities and for the purposes of maintaining and updating professional skills and development.
- Hybrid and remote working require that the candidate meet these additional requirements:
 - Internet bandwidth: 40Mbps minimum
 - Internet connectivity: Wired / ADSL / Fibre Stable and safe working environment
- This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

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- In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.
- Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

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