# Job Description

ROYAL SOCIETY OF CHEMISTRY

## Product Manager, Digital Learning

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| **Location**: | TGH, Cambridge |
| **Reports to**: | Head of Product Management and Innovation |
| **Job Family:** | Strategic Implementer |

# Context of the role

We are a not-for-profit organisation with a thriving international community of over 50,000 members in 125 countries, an internationally renowned publisher of high-quality chemical science knowledge and the professional body for chemists in the UK, with a reputation as an influential champion for the chemical sciences.

Our global community spans hundreds of thousands of scientists, librarians, teachers, students, pupils and people who love chemistry. We connect our community by holding scientific conferences, symposia, workshops and webinars and we partner globally for the benefit of the chemical sciences.

Our purpose is to help the chemical science community make the world a better place. Our vision is for a world where chemical scientists have adapted, innovated and succeeded in a changing world and ensured chemistry is a force for good. The culture in science supports an inclusive and enabling community for the benefit of everyone. Science infrastructure, funding, policy and regulation enables chemical scientists to continue to drive forward new research and innovation.

People worldwide recognise, trust and understand the value of the chemical sciences. We have strong links with the people teaching and practising chemistry in schools, colleges, universities and industry. We are the biggest non-governmental investor in chemistry education in the UK, we accredit over 95 per cent of chemistry degrees in the UK and Ireland, we support over 300 small and medium sized companies in the chemical sciences, and we are a powerful advocate for the chemical sciences at the government level influencing science, education and innovation policy.

The role is responsible for the development and delivery of digital products for chemical scientists and laboratory personnel who are new to the principles of sustainable practices within laboratories. Our goal is to ensure that scientists understand environmental responsibility good practice in a laboratory setting and through our commercial activities to deliver financially successful products that will help us continue to support our communities in the future.

This 18-month fixed term role will support the RSC's professional development programme and will have close links with our sustainability strategy and our commercial initiatives.

Reporting to the Head of Product Management and Innovation, the role holder will engage with internal and external stakeholders at all levels. They will work closely with our Product and Science teams and will gain a wealth of product development experience in the role. They will build close working connections with other teams and the RSC's wider community of members and customers and will develop internal and external relationships to influence key decision makers and provide community impact.

The Product Manager for digital learning will be responsible for the end-to-end management of our Sustainable Laboratories learning and certification products. This includes ideation, development, launch, and ongoing optimisation. The ideal candidate will have a strong background in educational technology, product development, and digital learning platforms, with a passion for delivering engaging and effective learning experiences.

# Accountabilities

Develop and deliver new sustainable laboratories products:

- Lead the development of online learning and certification products from concept to launch.
- Collaborate with subject matter experts, instructional designers, and technology teams to create high-quality, engaging learning experiences.
- Develop product roadmaps and manage project timelines, ensuring timely delivery of milestones.

Conduct market analysis and define a product strategy:

- Conduct market research to identify customer needs, industry trends, and competitive landscape.
- Define product strategy, positioning, and value proposition to meet market demands.
- Work with marketing colleagues to develop a GTM strategy for sustainable labs products.
- Develop business cases and ROI analyses for new product initiatives.

Collaborate with UX Design and Customer Support:

- Work closely with UX designers to create intuitive, accessible and usable learning experiences.
- Ensure products are accessible and inclusive, meeting diverse learner needs.
- Develop onboarding, customer success and support triage processes.
- Gather and incorporate user feedback to continuously improve the learning experience.

Stakeholder management:

- Engage with internal and external stakeholders to gather requirements and align product goals.
- Maintain close links with related RSC initiatives including our sustainability strategy and wider initiatives related to greener science, and contribute ideas to related products and programmes,
- Communicate product vision, progress, and performance to senior management and other key stakeholders.

Product growth, performance monitoring and optimisation:

- Set and monitor KPIs to evaluate product sales, utilisation, performance and impact.
- Analyse data to identify areas for improvement and implement enhancements.
- Stay updated on the latest advancements in educational technology and apply best practices.

# Knowledge and skills required

Qualifications:

- Good degree level or equivalent in Education, Instructional Design, Business Administration, or a related field. (degree in chemical sciences or related subject is desirable but not essential)

Professional experience:

- Minimum of 5 years of experience in product development, specifically in online learning or educational technology.
- Proven track record of successfully launching and managing the lifecycle of digital learning products.

- Experience working with learning management systems (LMS), other educational technology platforms and assessment methodologies.
- Proven commercial and financial acumen, with understanding of various digital learning, licencing and packaging models.
- Experience working and managing relationship with third party content development agencies.

Technical, analytical and interpersonal skills:

- Proficient in product tools and methodologies.
- Familiarity with e-learning standards (e.g., SCORM, xAPI).
- Understanding of instructional design principles and learning theories.
- Strong analytical and problem-solving abilities.
- Ability to leverage data to make informed product decisions.
- Excellent verbal and written communication skills.
- Ability to articulate complex ideas to diverse audiences.
- Strong collaboration and teamwork skills.
- Ability to manage multiple stakeholders and build strong relationships.
- Creative thinker with a passion for innovation in education.
- Ability to stay ahead of industry trends and incorporate new technologies.

# Values and competencies

| Customer Focused: customer service, market intelligence, commitment | Level 3 |
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- Develops and maintains a role of "trusted advisor" with key customers
- Develops processes and products in response to longer term customer needs
- Continuously develops understanding of market trends and competitor activities; recognises the trends that present an opportunity to benefit the RSC
- Creates plans to keep valued customers
- Proactively negotiates and manages customer expectations
- Delivers on agreed commitments through management of own time and tasks, and also the engagement of stakeholders
- Takes ownership for resolving issues quickly
- Positively promotes the RSC, both internally and externally

| Enterprising: business like, progressive, continuous improvement | Level 3 |
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- Sets objectives and goals in their area aligned with RSC's strategy.
- Recommends strategic direction, considering risk versus potential and cost versus benefit.
- Demonstrates commercial acumen relevant to their area of responsibility.
- Builds and maintains internal and external collaborations and networks to achieve results.
- Recommends and initiates new processes, policies and procedures to optimise delivery against business objectives and strategy; actively challenges established systems and procedures to promote continuous improvement.
- Accepts fair criticism and responds appropriately

| Inspirational: finding solutions, decision making, inspiring others | Level 3 |
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- Develops new and creative ways of working to meet challenges.
- Assesses information from different sources, understands different perspectives and considers stakeholders when solving problems.
- Makes sound decisions in a complex or ambiguous environment and is able to gain support and manage challenges confidently .
- Leads and influences others and inspires confidence in and commitment to the RSC strategy.
- Actively promotes the RSC and acts as an ambassador for the organisation.
- Creates new strategies .
- Prepared to face challenging decisions and risks and formulate appropriate decisions. Commits to action despite the uncertainty of the outcome and accepts the consequences of failure.

| **Knowledgeable:** seeking information, sharing information, using knowledge | **Level 3** |
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- Sees challenges as opportunities to learn, and uses or initiates experiences to enhance skills and behaviour; proactively seeks on-the-job development.
- Actively maintains and develops knowledge about key developments in areas of expertise; establishes processes or routines to regularly obtain business intelligence on new trends, technologies and developments.
- Uses a broad range of expertise and knowledge of subjects outside the organisation to the benefit of the RSC.
- Effectively influences within and outside own area; engages with the beliefs and opinions of others at a senior level; interprets and explains complex, critical or sensitive ideas.
- Builds alliances with influential people internally and externally.
- Is seen within and outside the RSC as a trusted advisor or the authority in their field.

| **Inclusive:** working with others, two way communication, negotiating and influencing | **Level 3** |
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- Provides effective leadership, guidance and development to others; encourages and empowers others.
- Collaborates with and influences others both internally and externally.
- Recognises team achievement and successes.
- Explains and communicates complex, critical or sensitive ideas; understands the audience and modifies message and delivery accordingly; actively solicits, listens to, values, and responds to ideas and opinions.
- Demonstrates a 'can do' positive attitude, is willing to go the extra mile to help themselves and others deliver in their role.