

Product Manager Professional Programmes – Job Specification

Location:	DBS, Castle House, Dublin 2
Working Hours:	37.5 hours per week. Typical working day is 8.45am – 5.15pm but flexibility will be required to occasionally include a weekend day
Reports to:	Head of Academic Programmes

Purpose of this role

DBS operates a School comprising different educational disciplines across Business, ICT, Humanities, Law and Arts, as well as a suite of professional accountancy courses and professional development diplomas. The portfolio of programmes on offer is constantly evolving with ongoing updating of the suite of HE and professional programmes and modules. This Product Manager role has responsibility for further developing the portfolio of professional programmes so that DBS has a set of programmes that are attractive to the market, are of a high academic quality, and are operating efficiently and effectively within the DBS academic delivery environment.

This post holder will work with many others across the College to ensure professional programmes are developed and delivered effectively. These include teaching staff, Faculty Managers, Course Directors, Operations staff, Sales & Marketing staff and others. This is a busy and varied role that requires the post holder to communicate persuasively and tactfully with other internal stakeholders to ensure cooperation and compliance with the product plan for professional programmes.

Objectives

The objectives of this role are to

- Understand the market needs for professional programmes and the opportunities created by those needs
- Establish and maintain a suite of professional programmes, working closely with academic and QA colleagues to ensure each programme has defined content which has successfully passed through the appropriate programme approval procedure
- Ensure the suite of programmes remains relevant to the market and programmes are updated to reflect industry trends
- Collaborate with sales and marketing colleagues to maximise student intake
- Collaborate with the operations management of the College to ensure professional programme delivery is timetabled and staffed effectively for both classroom and online teaching; the virtual learning environment is operating to maximum effect for students; and students are inducted effectively to their programme and the DBS learning environment
- In conjunction with QA colleagues/Registrar's Office, ensure compliance of Professional Programmes with any regulatory requirements and alignment of programmes with the wider College
- Measure the performance of professional programmes in terms of student and customer volumes, student satisfaction rates and academic outcomes, initiating actions identified

- Report on the commercial performance of professional programmes including expenditure monitoring, viability analysis and forecasting.

Main Activities

Market needs and opportunities

- Keep well-informed of developments in the marketplace for programmes DBS currently offers or could offer
- Work with other staff, particularly Marketing and Faculty, to identify opportunities for new professional programmes
- Analyse insight, including but not limited to student outcomes, student feedback, programme related KPIs and competitor product offerings to identify and action areas for continuous improvement
- Work with Business Development and Sales staff to create propositions for the corporate market

Design and establish professional programme portfolio

- Design programmes to as far as possible achieve the desired commercial outcomes without jeopardising student outcomes or experience
- Ensure every programme has a definitive definition document to include the market for the programme; its learning outcomes; its programme schedule and detail of its module descriptors
- Ensure that professional programmes are compliant in terms of the agreed development and delivery quality assurance requirements
- Establish and maintain a register of every professional programme offered by DBS, working in cooperation with the Registrar's Office
- Maintain strong relationships with the relevant professional bodies to ensure DBS' professional programmes are fully accredited where applicable, and to enable DBS to react quickly to changes in a sector

Innovative delivery

- Collaborate with Course Directors, Learning Technologist and others to increase the proportion of teaching and learning online relative to classroom
- Ensure the virtual resources and supports to students for remote learning are available, including the VLE, online Library, student support and assessment

Supporting sales and student recruitment

- Provide accurate and timely programme information to Marketing to support sales activity. Ensure the information provided includes key features and USPs of the programme and its delivery mode(s)
- Work closely with Marketing & Admissions as a link between student recruitment and programme delivery, attending relevant events to promote the programmes, as appropriate
- Work with business development staff to support the sales and tendering activity amongst corporate clients for professional or bespoke programmes, liaising with Course Directors as applicable

Product Performance

- Develop a set of performance indicators to be monitored and reported upon, and establish the means of generating data on performance
- Monitor and report on student numbers, customer numbers, student satisfaction and academic outcomes

Operations

- Collaborate closely with Faculty & School Operations, Academic Operations and the Registrar's Office to ensure the delivery of professional programmes is effective and efficient
- Ensure all programmes are timetabled and staffed effectively for classroom or online delivery
- Ensure a full induction is available to new students, utilising as appropriate the digital technologies available
- Ensure the structures and functionality are available to enable easy communication between students and the College

Budget Reporting

- Monitor the gross revenues per programme based on the student intake or customer contract
- Monitor expenditure on the delivery of each programme
- Working with the Finance Department, monitor the viability of programmes and make proposals, as appropriate, on programme change or exit
- Monitor the overall P&L of the suite of professional programmes.

Person Specification

The post holder will possess the following *essential* qualifications and experience:

- Qualified to Degree level or equivalent
- At least 3 years proven product management experience
- Experience in product management
- An understanding of academic programme construct and delivery
- An understanding of academic regulations
- An understanding of customer service and an appreciation of the requirements of a private educational institution
- An empathy with the needs of students
- Experience of working with a broad range of stakeholders, at various levels within and external to an organisation, and the ability to foster and maintain relationships
- Commercial acumen
- Excellent organisational and time management skills
- Excellent communication and interpersonal skills
- Capacity for independent working and an ability to contribute as an active member of a team
- Confident in approach and demeanour.

All appointments are subject to passing Garda Vetting and providing proof of eligibility to work in Ireland on full-time basis (upon being invited to interview).

To apply please send your CV and cover letter to recruitment@dbs.ie

Benefits at DBS:

- 24 days of annual leave entitlement
- Personal Retirement Saving Accounts (PRSA)
- Life Assurance & Disability
- VHI Group Scheme
- Free places on all internal courses (including online DBX courses) also discounts for family members
- Tax Saver Travel Tickets
- Cycle to Work
- Sports and Social Club
- 2 Volunteering Days

- Employee Assistance Programme

The job description is a guide to the work the post holder will initially be required to undertake. It may be amended from time to time to meet changing circumstances by mutual agreement. It is expected that the job description will be reviewed regularly by the post holder and his/her manager