Product Manager – Community Education

Job Level	4	Job reference No.	
		Role review	
Directorate	UK Operations	Service/Function	Community Education
Reports to	Senior Product Manager Community Education		

Scale and scope of role

Direct reports	None	Indirect reports	None
Budgetary responsibility / accountability	175k	Accountability for other resources	None
Reach and impact	Will be the lead for a portfolio of education products across all delivery routes. Looking after whole product lifecycle including design, creation delivery and release of new products. Identifying opportunities for the use of existing products in all parts of Community Education.		

Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

We are part of the global Red Cross and Red Crescent humanitarian network.

Our values and principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Purpose of the role

As Product Manager, you will be responsible for the development, quality, and continuous improvement of our education products, ensuring they are learner-centred, clinically valid, and educationally sound.

You will lead product development activity through Agile methodologies, working closely with a cross-functional scrum team and squad partners across the service—including L&D, business process, operational delivery, and support teams—to enable successful implementation and optimisation of products.

You will identify opportunities to develop, maintain, or retire products based on user needs, data insights, and service feedback, and agree these with the Senior Product Manager.

While strategic direction is set collaboratively with the Senior Product Manager, you will play a key role in shaping the product portfolio through insight, evidence, and delivery expertise.

Main responsibilities

Product Managership

> Act as the primary stakeholder for assigned education products, leading Agile development activity and facilitating daily scrum meetings.
> Identify opportunities to develop, maintain, or retire products based on user needs, data insights, and service feedback, and agree these with the Senior Product Manager.
> Plan, prioritise, and manage sprints and product backlogs in collaboration with the scrum team.
> Collaborate closely with other Product Managers to ensure consistency in product design, look and feel, contributing to a coherent and recognisable organisational education offer.
> Work with content developers to ensure resources and supporting materials are produced and meet educational standards.
> Ensure all content is learner-centred, accurate, and educationally sound.
> Manage the product lifecycle for each product, ensuring continuous improvement and alignment with audience needs.

Project Management

> Create and maintain product roadmaps to provide vision and direction to the scrum team and stakeholders.
> Use market research and user data to understand learner needs and challenges.
> Coordinate with squad partners across the service—including L&D, business process, operational delivery, and support teams—to enable successful implementation and optimisation of products.
> Contribute insights to strategic decisions led by the Senior Product Manager and Head of Community Education.
> Manage budgets within designated authority levels.
> Support the preparation and submission of funding/fundraising bids relevant to product development.
> Undertake user-related product testing and set appropriate KPIs for performance reporting.
> Continually review procedures and evaluation data to assess product effectiveness and impact

Partnerships

> Builds internal relationships with cross-functional teams and squad partners (e.g. L&D, business process, operational delivery, support) to support product development and implementation.

> Collaborate with external partnership leads—including the External Partnership Development Manager, subject matter experts, Lived Experience Network Leads. —to ensure education products benefit from strategic partnerships, SME input, and including opportunities for co-production with users and communities with lived experience.

> Support the integration of external insights into product design, ensuring alignment with organisational priorities and partnership goals.

> Manage relationships with external agencies involved in product creation (e.g. content developers, designers), ensuring outputs meet quality and brand standards.

> Facilitate consent on major project decisions and deliverables across internal and external stakeholders.

Team Collaboration

> Lead the scrum team and squad partners by setting a clear product vision and direction, ensuring alignment with user needs and organisational priorities.
> Inspire and motivate team members by communicating the purpose and value of the product, and fostering a collaborative, user-focused working environment.
> Empower cross-functional team members to contribute their expertise, supporting autonomy and shared ownership of product outcomes.
> Build effective working relationships with line managers of multidisciplinary teams to ensure alignment and support for product-related activities.
> Ensure team members and collaborators understand product goals, priorities, and timelines.
> Communicate team ideas, feedback, and updates appropriately across the service.

Team Member

> Actively participate in team meetings and support colleagues.
> Work in accordance with BRC policies and uphold the fundamental principles of the Red Cross.
> Promote inclusive practice and act with integrity, compassion, courage, and dynamism.

Pre- engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Drivers Checks

> Required No

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate and we want you to be able to bring your authentic-self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness

Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)
Knowledge and Skills	Essential	> Understanding of Agile principles and methodologies, including working within scrum teams and managing product backlogs.	S&I
		> Ability to set and communicate product vision and direction, and motivate cross-functional teams toward shared goals.	I
		> Strong facilitation and influencing skills to lead without line management authority.	S&I
		> Critical and creative thinking, with strong problem-solving capabilities.	I
		> Ability to build effective interpersonal relationships across internal teams and external collaborators.	I
		> Skilled communicator, acting as the primary link between stakeholders and development teams.	S&I
		> Ability to manage and prioritise workload, working to targets and tight timescales.	I
		> Ability to present to a wide range of audiences, including educators, partners, and external organisations.	I
		> Excellent organisational and time management skills.	I
		> Sharp analytical and problem-solving skills with strong attention to detail.	S&I
		> Ability to monitor and analyse data to assess product accuracy, validity, viability, and impact.	I
		> Comfortable working within strategic frameworks and contributing insight to product portfolio decisions.	S&I
		> Commitment to inclusive practice and co-production with diverse communities, including those with lived experience	I
	Desirable		

Experience	Essential	> Experience working in an education environment or with educational products.	S&I
		> Experience developing products that meet user needs and align with organisational goals.	S&I
		> Experience working as a Product Manager or in a similar product-focused role.	A&I
		> Hands-on experience managing all stages of the product lifecycle.	S
		> Experience using Agile methodologies and working within scrum teams.	S&I
		> Experience leading cross-functional teams or working groups without direct line management.	I
		> Experience managing multiple projects with large numbers of stakeholders.	S&I
		> Experience working with agencies, subject matter experts, and specialists to deliver product outputs.	S&I
		> Experience contributing to product portfolio decisions, including identifying opportunities to develop, maintain, or retire products.	S&I
		> Experience working in a complex or matrixed organisational environment	S&I
			S&I
	Desirable	> Experience in education product development involving co-production or lived experience.	S&I
		> General knowledge of digital technologies and platforms used in education.	S

Behaviours		> **Inclusive Collaboration** – Builds respectful relationships across teams and communities, valuing diverse perspectives and lived experience. > **Purposeful Leadership** – Leads through influence, aligning teams around a clear product vision and empowering others to contribute their expertise. > **Curious and Insightful** – Seeks out data, feedback, and user insight to inform decisions and drive continuous discovery. > **Courageous Adaptability** – Responds positively to change, navigating complexity with creativity and resilience. > **Growth Mindset** – Embraces learning, experimentation, and reflection to improve outcomes and evolve practice. > **User-Centred** – Champions co-production and designs with empathy, ensuring products meet real needs.	
Additional requirements	Essential	> Demonstrates inclusive practice and promotes diversity in all aspects of product development and team collaboration. > Committed to co-production and engaging with communities, including those with lived experience, to inform product design. > Embraces continuous learning and reflection, contributing to a culture of improvement and innovation. > Contributes to the organisation's evolving approach to UK resilience by aligning education products with emerging national preparedness priorities.	
	Desirable	> Experience working with or alongside communities affected by crisis, marginalisation, or inequality. > Familiarity with trauma-informed or inclusive design principles. > Awareness of UK resilience frameworks or national education priorities related to emergency preparedness.	

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.