

JOB TITLE: Senior Product Innovation Manager (fixed term)	REPORTS TO: Head of Commercial Services
FUNCTION: Commercial Services	DEPARTMENT: Commercial Services
JOB PURPOSE: You will be responsible for the development and delivery of new products across our membership, exhibition ticketing and audio-guide proposition with the purpose of increasing revenue and growing customer loyalty. You'll ensure existing product portfolios remain optimised while identifying audience needs of the future, so the Gallery's offer remains relevant and competitive within a crowded cultural landscape.	

Key Accountabilities	Key Activities / Decision Areas
1. Product Management	<ul style="list-style-type: none"> ▪ Support the Head of Commercial Services deliver against a three-year product strategy by maintaining the team's roadmap and ensuring the timely delivery of active projects. ▪ Responsible for developing new consumer propositions 'New Product Development' and optimising existing products and services 'Product Feature Development'. ▪ Lead the successful delivery and rollout of a new membership proposition within the context of business-as-usual acquisition and monthly renewals. ▪ Support the launch of a new members-only hospitality space at the Gallery through designated lead responsibilities. ▪ Lead weekly sales meetings to review performance and activate channel optimisations as required. ▪ Oversee the delivery of new digital services to improve both the collective and personalised online experience and conversion rates. ▪ Oversee the delivery of new product services and features that improve the in-person Gallery experience for members, ticket holders and other relevant customers. ▪ Oversee pricing across the consumer proposition to ensure different ways in for those harder to reach audiences as well as routes for progression among more engaged and loyal customers. ▪ Hold consumer focus groups where appropriate to gather detailed insights on new product propositions. ▪ Embed the Gallery's audience development strategy and target segments into all planning. ▪ Maintain good working relationships with key stakeholders across the Gallery including Marketing, Data & Insights, Finance, Digital and Information Systems. ▪ Be a champion and facilitator of innovation within the Commercial Services team, the wider Gallery group, and our partners.
2. Reporting, analytics & evaluation	<ul style="list-style-type: none"> ▪ Ensure timely delivery of robust weekly, monthly, and quarterly performance reports. ▪ Deliver regular insights on product performance and customer behaviour to inform lifecycle management, decision making and innovation. ▪ Commission reports and surveys from the Data & Insight team as required. ▪ Maintain evaluation processes for capturing key learnings. ▪ Ensure new initiatives are measured accurately and evaluated to monitor impact on customer value as well as revenue.
3. Team Management	<ul style="list-style-type: none"> ▪ You will have line management responsibility for three key roles within the product team, with oversight and accountability for their responsibilities and delivery objectives. These roles are: <ul style="list-style-type: none"> ▪ Membership Manager. ▪ Ticketing Manager. ▪ Database Manager.
4. Commercial	<ul style="list-style-type: none"> ▪ Ensure new products, experiences and services increase commercial revenue in line with agreed targets.

	<ul style="list-style-type: none"> ▪ Develop detailed consumer research briefs to ensure key audience and revenue objectives can be met. ▪ Budget oversight and forecasting.
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Role Dimensions

Financial (limits/mandates etc.)	Non-financial (customers/staff etc)
<ul style="list-style-type: none"> ▪ Budgetary Control: ensure products and services are delivered on time and to cost/budget, alerting Head of Commercial Services of any areas of concern. 	<ul style="list-style-type: none"> • Responsible for contributing to cross-functional teams and stakeholders across the Gallery. • Business impact group.

Person Specification

Competency / Performance Drivers	Technical / Professional Expertise
<ul style="list-style-type: none"> ▪ Excellent communication skills ▪ High level of analytical skills ▪ Able to influence decision makers to arrive at the best outcome both commercially and for customers. ▪ Collaborative working style ▪ Experience of working at pace to deadlines ▪ Innovative ▪ Commercially minded and customer focused. 	<ul style="list-style-type: none"> ▪ Experience of membership and customer loyalty schemes. ▪ Experience of product development, product modelling and revenue forecasting.

The Promise Performance Behaviours (9)

Passionate	Engaging	Polite	Positive	
Patient	Approachable	Adaptable	Consistent	Professional

Organisation Structure for role and department

