

theStorytellers®

# Job Description

**Position: Product Development Manager**

**Reporting to: Commercial Director**

**Location: London**

## About The Storytellers

Not many businesses are growing in the current economic environment. We are.

The Storytellers are storytelling and business transformation specialists. We have worked with over 180 global organisations across multiple geographies to support a variety of engagement, change and development initiatives. Our methodology has been tried and tested through 17 years' experience and countless examples of measurable success.

At The Storytellers, we help leaders move their people to accelerate change and transform business performance. Working closely with our clients, our integrated programmes involve the co-creation of clear and emotionally compelling stories that bring people through complex journeys of change - built on narrative frameworks that leaders at every level can use as a tool to engage and connect the whole organisation.

Our diverse team includes vibrant talent from the consulting, strategic writing, creative and production world. We move at pace, we're fun to work with, passionate about what we do and the difference we make for our clients, their people and wider society. As we expand our business, we are looking for resilient self-starters who thrive in a fast-moving environment and are excited about joining a growing organisation at a pivotal moment in its evolution.

## Overview

As part of the company's growth strategy, The Storytellers recognise the need to further innovate its products: to develop game-changing solutions that enhance our ability to deliver story-driven change, extend our relationships with our clients and grow our revenues and forward pipeline. This innovation includes the development of digital solutions, the wider application of storytelling techniques to make change happen and the use of diagnostics and data to strengthen our programmes.

In service of this, we are looking to recruit a Product Development Manager to organise and lead this innovation programme and rapidly bring these new solutions to market. This individual will also be responsible for continuing to productise our existing and new solutions in a way that enables us to scale the business for our global client base. Reporting to Commercial Director, the role will take a holistic view of product development across the entire proposition. There will be a particular focus on collaborating closely with the delivery teams to implement an effective product development and enhancement cycle.

**Inspire. Accelerate. Transform.**

## **Key Responsibilities**

- The role will require:
  - Developing a deep knowledge of The Storytellers' methodology around story-driven change
  - Building strong and productive relationships with subject matter experts and implement a strong product development / enhancement cycle to harness this knowledge
  - Understanding the environment within which our products are used and how clients interact with them to continually enhance our programmes' impact and the client experience
  - Belief in our purpose (to move people to do great things), passion for our expertise (story-driven change), and protection of our values
- Developing and managing our product innovation pipeline and process, bringing new solutions to market on time and on budget
- Analysing client needs and market trends and identifying new opportunity areas to enhance our offer
- Collaborating with internal and external subject matter experts to create innovative new solutions and develop them into internal business proposals
- Managing their holistic development and launch including: production and testing, delivery and business model, business case including ROI, pricing and go-to-market strategies
- Where required, identifying and managing external designers and developers (including digital, data and learning)
- Developing and managing the way we productise our solutions to equip our growing band of colleagues and associates to deliver them around the world
- Developing and managing the way that we continually evolve our solutions, learning from the experience of delivering them and incorporating client-led innovations

## **Skills and experience**

- In-depth knowledge of product development ideally within the consultancy / learning / people space
- A proven record of developing effective products in similar environments
- Experience of leading the design of digital products with a knowledge of platforms and the advantages of 'buy' vs 'build'
- Ideally experience in developing digital learning assets and blended learning experiences such as, but not limited to, online modules, online assignments, live online seminars and online assessment tools
- Creating approaches that leverage different types of creative media and content to drive unique experience and impact
- A good base knowledge of organisational culture, change management, HR, Learning & Development
- Well organised, with advanced project management skills and strong writing skills
- A lateral thinker who enjoys solving complex problems and is capable of dealing with ambiguous client briefs and unexpected challenges
- Excellent command of English (verbal and written)
- A true team player, ability to work cross-functionally
- Intellectually curious, genuinely interested ('sponge', not 'rock')
- Naturally consultative; seeking first to understand, then to be understood
- Authentic and true to oneself
- Dynamic, making things happen, proactive self-starter with entrepreneurial spirit
- Highly ambitious, be committed to developing a long-term relationship with us, invest time and energy to become a key player in a dynamic and fast-evolving organisation

## **Requirements**

- Eligible to work in the UK
- Internationally mobile (travelling)