

Job Description

Proposition Development Manager

BookTrust

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school.

Working with every local authority and across every region in the country, and supported by Arts Council funding, we reach over 3 million families a year via partners in schools, children's centres, health visitors and libraries. This incredible network helps us to get children reading across the country.

This is an exciting time to be joining BookTrust – our recently launched strategy sets out a new focus prioritising work that supports families in greatest need - <https://www.booktrust.org.uk/about-us/strategy/>. We are ambitious about designing and developing our interventions and offers to reach more children, particularly those who are disadvantaged.

Job Purpose:

We are looking for a Courageous, Creative, Curious and Collaborative Proposition Development Manager to own the continued design and development of end-to-end propositions across our portfolio, bringing together teams of cross-functional experts to achieve maximum impact for the children we most want to support. Priorities could range from working on enhancing existing E2E service journeys to discovering and defining new opportunities and innovation spaces to achieve BookTrust's organisational goals.

Reporting to the Design and Innovation Lead, you will own end-to-end proposition design across several touchpoints, offers and interventions to ensure that our current portfolio delivers maximum impact for the children we support. You will take responsibility of the overall development journey drawing on new and existing insight from families and partners and stewarding a cross functional team of experts from across the organisation to execute with excellence. You will also partner with Research & Impact to digest learnings from existing offers ensuring we can pivot and respond to opportunities and gaps to better support families to get reading.

You will use strong organisation and portfolio management – providing timely updates and communications to key stakeholders, Design and Innovation Leads and Head of Design & Innovation. You'll be responsible for managing the work through our project governance structure, updating project documentation and seeking timely decisions at the appropriate forums. You'll manage risk across the portfolio, escalating as appropriate and ensuring the right conversations take place at the right times to minimise BookTrust's exposure. Importantly, you'll play a key role in 'joining the dots' between the different touchpoints within our existing offerings, leading to a connected and impactful journey for the children we want to support that is 'more than the sum of its parts'.

You will also be leading a team of Product Developers who will support execution by bringing specialist expertise in a variety of design skills from digital prototyping to ethnographic research (dependent on project needs). You will be responsible for providing coaching and steer to Product Developers as they plan and execute design activities, ensuring that they deliver against timelines, budget and the outcomes that have been set. As a cross-functional

team leader you will act as a matrixed manager for project team members from other functions across the organisation.

You will bring stakeholders on the design journey with you, relishing diversity of thought and understanding different perspectives to find common ground and transformative ways forward. You'll see the proposition enhancements through to delivery, working in partnership with key stakeholders in Partnerships, Operations and Marketing to source new products, analyse options and scale-up design improvements.

This post holder will report to:

Design and Innovation Lead

This post holder will manage:

Up to 3 Senior Product Developers / Product Developers

Location:

This post can be based in either our new Leeds head office, or our London office in Battersea. BookTrust is a hybrid working organisation with 2 anchor office days. There's an additional requirement for UK travel to engage with our partners and beneficiaries across the country and to connect with colleagues in our other hub locations.

Contract:

Full time, permanent

Key Responsibilities:

Design and Proposition Development:

- Leading the design and development of end-to-end propositions and managing them through to delivery to maximise value for the children we support, and the organisation.
- Working with team members and the wider organisation to discover, define, design and build/execute new or enhanced propositions – using insight to create user journeys, service blueprints, design briefs, design requirements, new resources.
- Leading a human-centric approach to design across all projects.
- Working with key cross-functional stakeholders to turn new designs into reality and leading product design sourcing, options analysis and the scale-up of key enhancements.
- Supporting and enabling product developers to create plans and execute design activities that align with overall plans, aims and ambitions.
- Testing new ideas with our audience and key partners and building in user feedback throughout the design process.
- Keeping abreast of external perspectives, trends and insight and actively incorporating them into projects and ways of working where relevant.
- Leading cross-team engagement, influence and coaching.
- Updating service blueprints for existing offerings – working closely with the rest of the organisation to identify key enablers and mechanisms to deliver against our desired user journey(s).
- Making sure final products are fit for purpose and deliver against design requirements set.

Design & Innovation portfolio management:

- Progressing strategic objectives, using insights and strong cross-functional influence to deliver new proposition enhancements at scale.
- Creating timely and inspiring communications and engagement packs, telling the story of our development journey and the trajectory we are on, bringing user insight to life and demonstrating how it could feed into future designs.
- Managing design and development work through our governance structures and forums. Formally initiating and driving projects through BookTrust's project delivery framework. Proactively managing organisational risk.
- Engaging stakeholders throughout the development journey to maintain cross-organisational alignment and pace.
- Involving senior team members (Design and Innovation Leads and Head of Design and Innovation) in key decisions and communicating key learnings and progress to maximise strategic impact.
- Deftly managing a portfolio of projects and workstreams to ensure they all deliver against outcomes, timelines and budgets set.

Embracing and embedding an innovative working approach

As a key member of the Programme Design and Innovation Team you will be expected to be:

- **Creative** – proposing meaningful design and co-creation process and approaches that generate meaningful programme interventions for those beneficiaries who need most support, and working with the wider team to develop the plan;
- **Curious** – with a thirst for seeking out ways to learn, bring outside thinking, trends and perspectives to challenge and improve programme design and innovation constantly;
- **Courageous** – confidently creating prototypes to use as stimulus to spark conversation, with a willingness to risk trying and testing different ways of working and embracing positive learning from failure;
- **Collaborative** – recognizing the importance of establishing strong, effective relationships across BookTrust and externally with partners, always seeking to ensure early, relevant engagement for the benefit of the best programme design.

Person Specification:

- You'll have a passion for purpose-led design and innovation and be excited by BookTrust's mission to support children to access the life changing benefits of reading and will put them at the heart of everything you do.
- You'll be a skilled project/portfolio leader, with an ability to manage multiple plans, development activities and workstreams to develop new offerings. You will be comfortable with deftly pivoting plans and focus as knowledge increases, whilst bringing the rest of the team and organisation with you on the journey.
- You'll be adept at leading and providing steer to cross-functional teams of experts from different functional areas (e.g. marketing, operations) to achieve our strategic aims, using strong stewardship skills to deliver through others and plot new ways forward.
- You'll be a strong influencer and be able to manage end-to-end proposition design and development all the way through from discovery to scaled delivery, providing cross-functional steer to ensure our target user experience is delivered.

- You'll have great visual storytelling skills to bring ideas to life in a way that excites stakeholders about new possibilities, as well as using insights and narrative to challenge the status quo.
- You'll be adept at exploring and identifying the optimal commercial and logistical options for delivery to make designs a reality.
- You'll be a skilled service, product, and experience designer with experience of turning ideas into scaled reality whilst incorporating the user voice throughout.
- You'll have a strong understanding of human-centred/design-thinking based tools and approaches to move through the design, development and delivery of propositions.
- You'll be bold and ambitious to deliver for the children we support with a willingness to try and test different ways of working and embrace positive learning from failure. You'll be confident in challenging the status quo.
- You'll have experience in coaching, motivating, and developing more junior team members to maximise their potential and impact.

CRITERIA	E or D
Knowledge	
a. Design and development frameworks, tools and approaches	E
b. Human centred design thinking principles	E
c. Project/portfolio management principles and ways of working	E
d. Tools & Software to visualise and bring concept ideas to life	E
e. Policy, systems and frameworks to support children and families	D
Experience	
a. Strong experience in design and development roles – either agency or client side	E
b. People management experience.	E
c. Proven track record of leading idea generation and development programmes	E
d. Proven track record of leading development work in collaboration with cross-functional teams and stakeholders	E
e. Experience of leading development work within broader project management and governance structures	D
f. Designing or enhancing products and services with and for children and families within public and non-for-profit environment	D

Skills and Attributes	
a. Bold, courageous with ability to embrace change and work with ambiguity	E
b. Passionate about the benefits that design thinking approaches can bring to proposition development and the importance of putting children at the heart of everything we do	E
c. Creative visualiser and storyteller, able to bring ideas to life in engaging ways to lead product development	E
d. Adept at inspiring and engaging diverse groups of stakeholders around a common vision and taking them on the development journey	E
e. Collaborative leader with the ability to understand multiple perspectives and find common ground to plot new ways forward.	E
f. Proactive and responsible leader who takes accountability and ownership for delivery of development activity whilst accepting steer and coaching	E
g. Proactive in managing risk and overcoming barriers to deliver development activities – turning challenges into opportunities	E
h. Motivating, challenging and supportive leader to team members and line reports	E
Qualifications	
a. Degree level or equivalent professional qualification.	E
b. Accredited training or qualification in design thinking or equivalent work experience	D

E = essential criteria

D = desirable criteria

Terms and Conditions

- Salary: c.45K (experience & location dependant)
- 28 days holiday, plus public holidays
- Pension scheme – 7% employer contribution
- 3 x salary life assurance
- Employee Assistance Programme
- Season Ticket Loan Scheme
- Flexible working scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

To apply please submit a CV and covering letter (no more than 2 pages) and a response to the following question (no more than 1 page) to recruitment@booktrust.org.uk:

‘What approaches would you take to improving and developing new offerings driving real behaviour change to help children develop a sustained reading habit? What are the key considerations you’d make and how would you go about turning new improved journeys into scaled reality?’

Our Commitment to Diversity and Inclusivity

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on HR@booktrust.org.uk or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.