Name	
Title: Head of Product Innovation and Development	**Directorate:** Commercial
Reporting to: Group Commercial Director	

Job Purpose:

As the Head of Product Innovation and Development, you will report directly to the Group Commercial Director. Your primary role is to lead and drive product innovation within Ascentis. In addition to enhancing our portfolio with cutting-edge technology, we are seeking a dynamic individual who will thoroughly analyse our current offerings. Using data-driven insights, you will identify future product development opportunities, ensuring Ascentis remains a pioneer in the industry and enriches the overall centre and learner experience. We are specifically looking for someone enthusiastic about exploring and maximising the use of AI/digital technologies, integrating them seamlessly into the Product Development department.

You will be responsible for creating and implementing a product strategy that is commercially viable, fostering sustainable growth aligned to our overarching company strategy. This pivotal role requires a strong focus on customer needs and a commitment to overseeing the full spectrum of products and helping to shape the future of the Ascentis portfolio.

Job Responsibility:

Core Duties;

In this role you will be required to:

Strategic Leadership:
1. Lead and manage a the Product Development team, fostering operational effectiveness and a dynamic approach to product development;
2. Collaborate with teams across the organisation in the planning and creation of new qualifications, taking into consideration emerging technologies and trends;
3. To remain agile to the changing needs of the business ensuring the team adapts quickly to market demands and leverages digital fluency

Market Insight and Expertise:
4. Prioritise horizon scanning to ensure Ascentis is aware of new trends regarding qualifications, delivery methods and associated platforms to ensure the Ascentis offering remains innovative;
5. Stay up to date on policies and initiatives relevant to product development;
6. Remain agile to changes in policy and ensure product strategy is aligned to changing requirements e.g. Post 16;
7. Develop and maintain expertise in public funding for qualifications. Provide expertise regarding our existing and new qualifications and the unique selling points to ensure once products are created, redeveloped or maintained that the strength of the qualifications are understood and communicated via the Commercial Team;

Stakeholder Engagement:
8. Develop and embed a comprehensive engagement strategy that involves key stakeholders, including employers, colleges, and other relevant entities;
9. Foster strong relationships with employers and educational institutions to gain insights into industry needs, ensuring that Ascentis qualifications remain relevant and valuable in the evolving landscape;
10. Collaborate with marketing and communication teams to effectively communicate the value of Ascentis products to stakeholders, promoting engagement and support

Innovation and Technology:
11. Explore and evaluate the application of relevant digital technologies, with a specific focus on AI, in education and qualification development;
12. Collaborate with teams to assess and integrate cutting-edge digital solutions that enhance the efficiency and effectiveness of product development processes;
13. Stay abreast of advancements in AI and technology within the education sector, recommending and implementing innovative solutions to maintain Ascentis at the forefront of technological integration.

Product Strategy and Development:
11. Create and implement a dynamic product roadmap for the creation of new qualifications as part of the product strategy;
12. Proactively identify opportunities for the development of new qualifications, learning support materials and related products, leveraging AI/digital technologies.
13. Supporting Product Development Managers and other stakeholders to take these forwards, and supporting partnerships;
14. Create and launch new products as per the product roadmap, utilising transparent reporting methods to track schedule and resourcing;
15. Employ a systematic approach to project management for product development, transparently tracking scheduling and resourcing.
16. Work closely with the Group Commercial Director and Director of Partnerships and Planning to ensure team resources and budgets are maximised;
17. Prepare and present any relevant business cases for new products to the Leadership team for approval;
18. Propose and manage team budget, ensuring the resources are effectively managed and aligned to deliver product strategy and growth requirements;
19. Ensure all qualification development procedures are followed and an audit trail is in place;

Quality Assurance and Compliance:
20. Ensure that product strategy is implemented compliant with relevant regulations encompassing internal and external elements, e.g. recruitment of external writers;
21. Establish and maintain effective communication channels with regulatory bodies, ensuring Ascentis stays informed about any changes in regulations affecting product development;
22. Collaborate with regulatory affairs teams to facilitate the submission and approval process for new products, ensuring adherence to regulatory standards.
23. Report to committees and management committees as required;
24. Manage and chair the Qualification and Examinations Review Panel meetings or equivalent;
25. Responsibility for qualification and specification sign off;

Success Measures
1. Creation and delivery of product strategy;
2. Successful submissions of new products to regulators and delivery of new commercially viable products;
3. Delivery of product roadmap aligned to growth requirements;

General Management Responsibilities
You will also be responsible for the following duties which apply to all roles with line management responsibility:
1. In addition to the above, implement strategies to foster a problem-solving culture, monitor staff performance and development, and identify opportunities for technological efficiency.
2. Implementing effective strategies to ensure that staff understand and are committed to the Ascentis Vision;
3. Actively promote a culture within your team in which your staff have a desire to work hard and flexibly to achieve their targets and those of the Company and proactively challenge any negativity;
4. Actively promote a problem-solving culture within your team in which your staff seek to remove any barriers that stand in the way of achieving our targets;
5. Implement strategies to enable your team to work flexibly to meet the needs of our customers, including working evenings and weekends as necessary;
6. Rigorously monitor the performance and development of your staff and implement strategies to achieve continuous improvement in their performance;
7. Systematically and proactively identify best practice from other organisations and use this to improve performance in your own area;
8. Systematically identify opportunities for using technology to deliver the Company's targets efficiently;
9. Implement strategies to ensure effective communications and working relationships with staff in other teams within the Company;
10. Devise and implement strategies to deliver your targets in the most cost-efficient way through optimising the efficiency of your staffing and non-staffing resource.

Corporate Responsibilities
The following responsibilities apply to all roles:
1. Contribute as required to regulatory compliance and engage with other processes including business continuity, risk management and the internal audit process;
2. Contribute to the improvement of customer service;

3. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonable instructed commensurate to this role.

Status of this Job Description
The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Accountability, Key Contacts and Supervisory Responsibility:

Accountability
Group Commercial Director, Group Deputy Chief Executive Officer, Group Chief Executive Officer
Key Contacts
- Staff at all levels in Ascentis
- Recognised centres and potential customers
- External verifiers and associates
- Regulators and other relevant external agencies / departments e.g. funding and planning agencies
Supervisory
- Product Development Managers
- Assistant Product Development Managers
- Administrators

Key Attributes (E-Essential, D-Desirable, P-Potential):

1. Relevant degree, professional qualification or experience (E)
2. Experience of qualification / curriculum development (E)
3. Excellent project management skills (E)
4. Experience of managing budgets and team resource (E)
5. Demonstrable commitment to a high standard of customer service (E)
6. Excellent verbal and written communication skills with high attention to detail (E)
7. Ability to work effectively both independently and as a member of a team (E)
8. Ability to work flexibly and creatively, organising and prioritising workloads (E)
9. Ability to achieve agreed targets and to work to deadlines (E)
10. Competent in the application and operation of ICT, with proven experience in innovation (E)
11. To act as a role model, abiding by Ascentis' principles and values (E)
12. Holder of current driving licence and access to own vehicle (D)

Agreed:
Post Holder .... Date ....