

It starts with community

The National Lottery Fund
Role Profile

Digital Product Manager

Directorate: Finance & Resources

Department: Service Design Team

Role/Competency level: Level 4

Reports to: Digital Product Owner



Role Profile: Digital Product Manager

Role purpose

As a Digital Product Manager at The National Lottery Community Fund, your role is to translate the Funds digital strategy into operational delivery, driving high performance culture across your multidisciplinary team. You will take ownership of one or more of our critical digital products and the relevant part of the service, ensuring it is stable, effective and continuously improving. You will use a consistent product management approach to simplify processes, reduce pain points and make our core services more consistent and user-centred.

You will set a clear direction for your product, maintain focus on measurable outcomes and confidently prioritise work to deliver the greatest impact. You will design, develop and uphold the product vision, leading and inspiring a team and the wider fund to be ambitious and innovative in the service we offer in the digital age.

With strong strategic awareness you will balance user needs, organisational priorities, and strategic objectives, while horizon-scanning for digital, regulatory and sector trends and assessing their impact on the funds services. Working across the full product lifecycle, you will ensure continuous improvement, measurable outcomes, and alignment with the Fund's strategic and digital ambitions.

You will champion the voice of users and bring experience of transformational service design and organisational change, including supporting business readiness. You are used to autonomously, effectively at trouble shooting and problem solving, and able to progress work independently, while remaining collaboratively and keeping stakeholders informed and engaged.

This role sits within our newly formed Digital Team, where we use agile, user-led methods to transform grant-making and internal operations. You will be a visible champion of product management, fostering a culture of collaboration, creativity and inclusion. Working with your peers, you will help establish a consistent, right-sized product management methodology for the Fund - drawing on best practice but avoiding dogma. As a mentor and coach, you will support colleagues to develop their skills and confidence, building capability across the Digital Team and the wider organisation.



Role Profile: Digital Product Manager

Key responsibilities

- Lead the strategic direction of a major digital product, setting and evolving the vision, roadmap, and priorities in line with the Fund's mission, user needs, and focus on fixing foundations and driving continuous improvement.
- Own the full product lifecycle, from discovery through delivery, iteration, and decommissioning, ensuring compliance with accessibility, inclusion, legal, financial, technical, and ethical standards, alongside strong information security and governance.
- Champion user-centred design, embedding accessibility and inclusion from the outset, and ensuring user research, data, and evidence drive product decisions, prioritisation, performance monitoring, and continuous improvement.
- Communicate and influence with impact, articulating priorities, trade-offs, outcomes, and performance to stakeholders across the organisation, including senior leadership, Executive, and Board level.
- Provide delivery leadership without direct line management, guiding and enabling a multidisciplinary team across design, research, technology, and content, while creating a psychologically safe culture where colleagues feel supported, valued, and empowered.
- Ensure organisational impact, embedding digital transformation into business as usual, role-modelling digital ways of working, and collaborating across portfolios to align with the wider digital strategy and build a community of product excellence.
- Be accountable for enterprise-critical products, overseeing budgets, procurement, supplier relationships, and delivery of business value to underpin grant-making and operations, directly impacting service quality, efficiency, and reputation.



Role Profile: Digital Product Manager

Knowledge, skills and experience

- Deep expertise in digital product management, with a track record of stabilising and continuously improving a product or a live service through backlog management, agile delivery and outcome-driven decision making.
- Broad understanding of technology, design, data, and business processes in a complex organisation. Experienced in improving data quality, standardising processes and working in partnership with technology colleagues to resolve technical debt.
- Demonstrated ability to set and communicate a compelling product vision, grounded in organisational strategy and context, user needs, and the reality of the legacy systems and constraints.
- Proven leadership of multidisciplinary teams, with a focus on psychological safety, continuous development, and inclusive team culture. Experienced at managing other managers and specialists (eg delivery leads, business analysts) with a record of building capability across professional development and managing performance
- Excellent problem-solving and prioritisation skills, using research, data and input from diverse stakeholders to make evidence-based decisions. Able to address novel and complex problems where precedent does not exist, using judgement and analysis to recommend innovative solutions.
- Advanced stakeholder engagement and influencing skills, with the ability to build consensus, navigate challenge, and communicate technical or complex decisions clearly. Able to interpret complex technical, financial and policy issues and translate them for non-specialist audiences
- Confident in measuring and evaluating product success, including defining KPIs, analysing user behaviour and feedback, and iterating to deliver impact.
- Strong understanding of accessibility, inclusion, and ethical design, and experience applying these principles in public or user-facing digital services.
- Adept at managing change and adoption, bringing energy, resilience and drive to embed new ways of working with a track record of delivering change in a large complex organisation with multiple stakeholders balancing local and national needs. Comfortable working in conditions of ambiguity, setting direction when inputs are conflicting or incomplete.
- Experience in budget and supplier management and contract negotiations to ensure value for money and delivery of outcomes
- Experience of operating with significant freedom to act within a strategic framework, making decisions that shape delivery and set direction across teams



Role Profile: Digital Product Manager

Role competencies: Level 4

- **Strategic direction**
Leads the implementation of strategy, creating high engagement and performance.
- **Leading our culture**
Generates a supportive work environment that is actively sensitive to colleague well-being.
- **Working together**
Enables teams to implement strategy and support a collaborative and inclusive working environment.
- **Delivering quality results**
Leads teams to achieve Key Performance Indicators (KPI) and ensure delivery of Corporate and Directorate Plans.
- **Diligence and control**
Performs duties in line with set expectations and policy and/or regulatory considerations.
- **Developing self and other**
Recognises and harnesses creativity and innovation to improve services and supports development of self and others.

Our Values



We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



We are adaptable

We welcome and embrace new ideas and ways of working.



We are compassionate

We work with care consideration and humility.