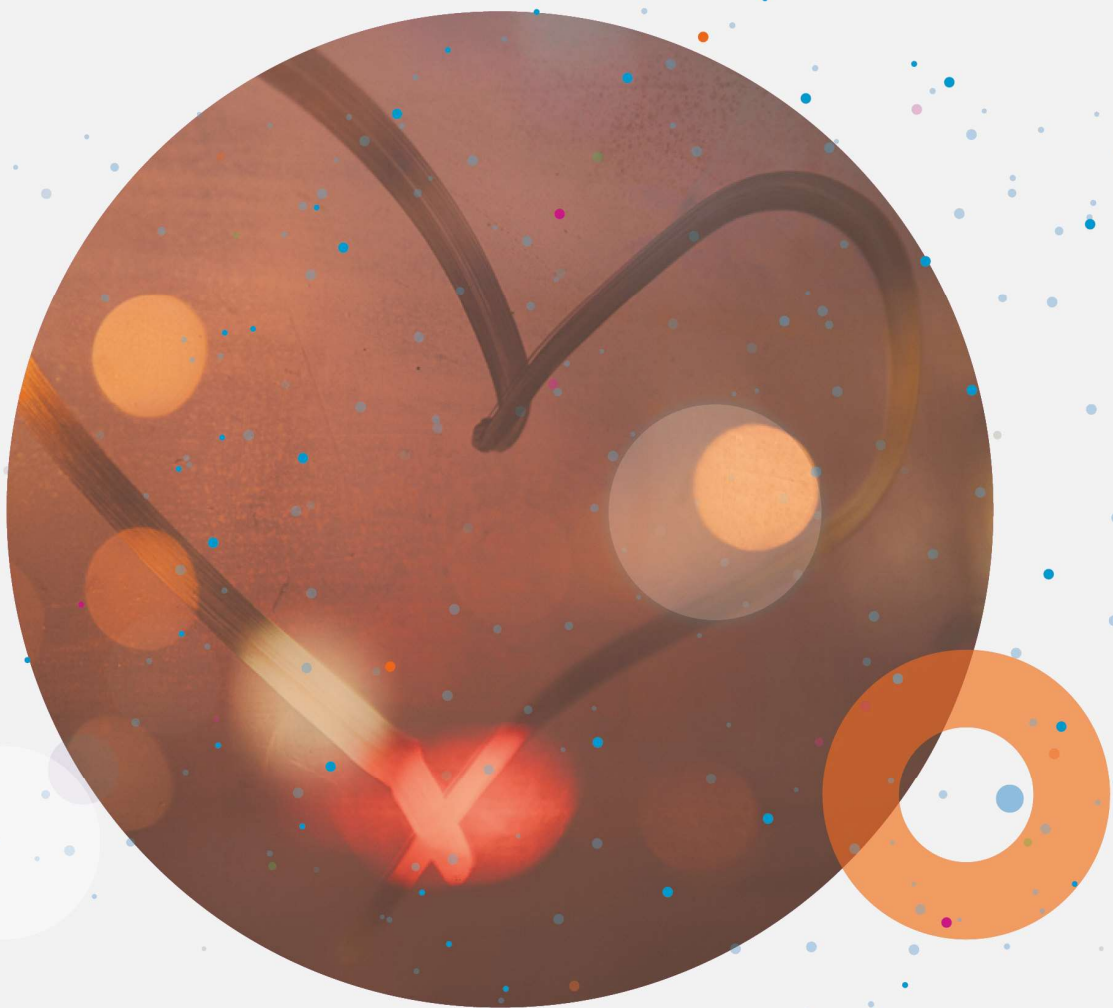


Head of Product Services

Role description



Contents

Role description	2
1. Purpose and scope	2
2. Role summary	2
2.1 Leadership responsibilities	2
2.2 Key responsibilities	3
2.3 KPIs and reports	3
2.4 Best practice and organisation	3

Role description

Role:	Head of Product Services
Business function:	Products & Services
Reporting to:	The Fresh Egg Board
Managing:	Heads of service departments and strategy directors
Prepared on:	20 September 2019

1. Purpose and scope

The purpose of this Role Description is to describe the Head of Product Services role.

- To devise, implement and manage an integrated digital product and service offering at Fresh Egg, developing and enhancing existing products and services, developing new products and services where relevant and identifying and developing relevant opportunities for integration.
- Leading a team that is responsible for shaping the strategy, roadmap, product positioning, and growth strategy for the agency's products and services. You will support key Fresh Egg personnel within their distinct service offerings while bringing teams together to consider opportunities to further integrate services.

This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.

2. Role summary

2.1 Leadership responsibilities

- Together with the Fresh Egg Board, oversee the management, strategy and growth of the company across the technical services teams.
- To drive company initiatives, support the company culture and lead by example
- To create, maintain and communicate the functional roadmap for each financial year, ensuring alignment to the company vision and goals and to regularly review performance
- To ensure all relevant information is effectively communicated internally
- To empower and support your team members in achieving their performance objectives through specific strategies and tactics to achieve and report on value
- To line manage through coaching style of management and to support line reports in achieving their objectives and overall career progression, carrying out all day to day elements including hiring, appraisals, 121 meetings, team meetings, personal development plans, identifying training needs and performance management
- To ensure that the Talent & Culture department is kept updated on key issues including employee relations, contractual changes, performance and development and policy and process
- To support technical strategic partnerships
- To proactively guide the senior management team

2.2 Key responsibilities

- Understanding the agency's overall business objectives and delivering solutions to help achieve them.
- Working with technical teams across the business to improve existing services with a focus on delivering first-class service to our clients and driving growth in the market.
- Identifying and developing new products/services in line with customer needs and Fresh Egg's business objectives.
- Identifying and developing opportunities for product and service integration.
- Exploring innovative ways of working to unlock efficiencies, increase value and drive growth.
- Ensuring that all service departments have a vision and roadmap that facilitates constant improvement and the provision of consistent value to clients.
- Management and coaching of all technical heads of department and strategy directors, with overall responsibility for the management and development of the search, conversion services, analytics and insight, design and development, recruitment and strategy functions within Fresh Egg.
- Working closely with the commercial team to identify and explore opportunities to cross-sell services and support new client acquisition.

2.3 KPIs and reports

- Production of monthly reporting to the Board to demonstrate strategic development, progress, value and a summary of achievements across the teams.
- To define and maintain relevant KPIs that enable accurate performance management across the technical services teams.
- Attendance as required at Board meetings to update on progress.

2.4 Best practice and organisation

- To keep fully up-to-date with industry developments
- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency
- To communicate team resource needs internally
- To represent Fresh Egg at industry events when required and to represent the Company in a professional and knowledgeable manner
- To maintain a strong understanding and high proficiency of use of key analytical, market intelligence tools and Fresh Egg proprietary tools

Key behaviours should be aligned to core values at all times.

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