



**Active Product Manager
June 2019**

Job Title:	Active Product Manager		
Department:	Product Management	Reporting To:	Customer Engagement Director
Location:	London	Salary range:	To be agreed

About REaD Group:

REaD Group is the UK's leading independent data company.

We hold the most comprehensive GDPR ready database in the UK with over 38 million records and hundreds of selectable variables. Synonymous with data quality, REaD Group's market leading data cleaning solution is the most comprehensive and accurate in the UK.

We deliver actionable insight and reporting, build single customer and prospect views, run highly effective performance marketing campaigns plus a range of bespoke database marketing services.

Whether it is delivering another successful campaign for our clients or baking and hiking to raise money for our chosen charity – we always give 100%. Collaborative and focused. Driven but likeable. Our goal is to deliver outstanding results in everything that we do and have fun doing it.

Purpose of the Role:

Data is the fuel that keeps business moving. Are you motivated to help create the UK's market leading consumer dataset?

REaD Group are looking for an informed, innovative and forward-thinking Product Manager to help define and deliver the optimal consumer data product for our clients. This is a great opportunity to join a leading data and professional services company to deliver exciting and challenging products.

Our data assets are used by clients to acquire new customers, enhance information on new customers and for delivering exciting, engaging communications. We have access to a massive amount of data but often it is unstructured and hard to consume, the purpose of this role is to harness all of this exciting data and make it easy to access.



This role combines commercial acumen with broad data knowledge and involves working closely with the Sales team, Client Services, directors\managers and developers to build the data products and make them available to our clients and prospects.

Duties and Responsibilities:

Key responsibilities:

- Working with internal and external stakeholders to understand data product and asset requirements.
- Working with suppliers and partners, including sourcing new partners, to access the widest available and compliant data.
- Developing the strategy and product roadmap for each data product including infill of data, data dictionaries and presentation of data to clients.
- Working as part of a virtual project delivery team across new business and existing clients.
- Proactively identify new potential sources of data for REaD Group
- Supporting the Sales team in the delivery of data solutions and products.
- Facilitate and document requirement gathering workshops to understand the needs from the products.
- Working with the Operations and IT teams to ensure our products are designed and developed to meet business requirements

An ideal candidate for our Active Product Manager role will demonstrate:

- An understanding of the data landscape in the UK – from data owners to open source and beyond
- A strong project management focus – getting things done
- A collaborative approach to working with others together with the willingness to take on additional responsibilities as required by the business
- An entrepreneurial mindset and a passion for creating solutions that make a positive difference
- Represent the REaD brand in a professional and positive manner
- Ability to quickly establish credibility and trust with key stakeholders internally and externally, lead client engagements at senior level and adapt communication styles accordingly
- Ability to lead and shape commercially advantageous discussions
- Strong motivation to stay abreast of marketplace changes and innovation
- Attention to detail and ability to create documentation to a high standard
- Excellent organisational skills together with an ability to ensure that tasks are delivered on time and to the required standard
- Ability to work on multiple projects concurrently
- Able to work under pressure as part of a team, prioritising a heavy workload and meeting challenging deadlines

Job Specific information

Core Competencies

- Experience of managing product development, ideally in a data environment



REaD Group

- Experience of using 3rd party data and external cold lists
- Handling and querying data
- Strong business analytical skills, able to think laterally to identify trends, business process
- Experience in data and datasets, formats and structures
- Experience in data governance, protection, data quality, enhancement and validation
- Strong self-discipline in managing time and effort

Desired Additional Experience

- Data literacy for analysing data gaps and proposing infill suggestions.
- Experience of working with DataIQ, DMA or other data trade bodies or organisations.

Package

- 25 days annual leave per annum
- Peoples Pension contribution
- Profit related company bonus scheme
- One4All card
- Childcare vouchers
- Ride to Work Scheme

To apply please send CV and covering letter to HR@readgroup.co.uk