



TABLE TENNIS ENGLAND RECRUITMENT PACK

## Digital Product Manager

August 2024

 [tabletennisengland.co.uk](http://tabletennisengland.co.uk)

# WELCOME

**Thank you for your interest in joining the team at Table Tennis England.**

Table tennis is going from strength to strength with more than 450,000 people playing regularly. Our strategy *Table Tennis United* sets out an exciting journey of growth and transformation led by an aligned Board, Senior Leadership Team, and operational team who are laser focused to implement this transition.

We stand at a moment of inspirational change; there could not be a more exciting time to be part of Table Tennis England.

You can read more about Table Tennis England, and the role of 'Digital Product Manager' in this pack. We want to be clear about the role, and the skills and experience we are looking for and this is designed to help you understand more.

We are happy to answer any questions you may have and the very best of luck with your application. Thank you again for your interest.

**Keely Armitt**  
Head of Engagement

## ABOUT US

**Table Tennis England is a company limited by guarantee. We are the National Governing Body for table tennis in England, affiliated to and recognised by the International Table Tennis Federation and the European Table Tennis Union.**

Its vision is 'a table tennis nation' and it aspires to be recognised as a world leading National Governing Body, delivering a diverse and dynamic sport that transforms lives, connects communities, achieves excellence, increases participation, and inspires medal-winning performances.

*In line with our Level the Table strategy, Table Tennis England is committed to becoming a more diverse and inclusive organisation to bring new and different perspectives to our work. So that we can more closely reflect UK society, we particularly encourage applications from individuals within groups which are currently underrepresented within our organisation.*

# THE ROLE

**Title:** Digital Product Manager

**Status:** Full-time

**Remuneration:** £45,000 - £55,000 dependent on experience

**Department:** Engagement

**Reporting into:** Head of Engagement

## ROLE PURPOSE:

This is a vital new role within the organisation, introduced to enable Table Tennis England to significantly improve their digital ecosystem and accelerate their transformation. The Digital Product Manager is a position that sits between technology, business strategy and user experience.

The successful candidate will be responsible for overseeing the development and lifecycle of our digital products leading on product development and managing our contracts and roadmaps with vendors. They will ensure that the customer interface and journey takes priority and that there is alignment with strategic goals. They will also identify and improve internal processes and introduce affordable technology solutions where appropriate to increase efficiency and support digital transformation. There will also be a culture piece to this role too, driving change across the organisation and the sport more broadly.

This role requires a blend of technical knowledge, business acumen, and customer-centric thinking to drive product innovation and growth as well as strong relationship management and people skills. An understanding of the sector including Membership platforms would be beneficial.



## KEY RESPONSIBILITIES:

### 1. Product Strategy and Roadmap:

- Building upon work already done, develop, communicate and deliver a clear technology strategy that aligns with company goals
- Create and maintain product roadmaps, prioritising features and initiatives based on market research, customer feedback, and business objectives

### 2. Product Development:

Collaborate with colleagues, partners and vendors to:

- deliver improvements within existing digital products and processes
- define new product requirements and specifications
- bring new digital products and features to the ecosystem and to market

### 3. Vendor relationship management

- Manage close and collaborative relationships with product vendors ensuring contracts are delivered and partnership opportunities are maximised
- Influence vendor roadmaps to ensure evolving business needs are met

### 4. Market Research and Performance Analysis:

- Conduct market research and competitive analysis to identify trends, opportunities, and gaps
- Gather and analyse customer feedback and usage data to inform product decisions and improvements
- Monitor product performance and key metrics, identifying areas for improvement and optimization
- Understanding of analytics and tagging (GA4 and Google Tag Manager)

### 5. Stakeholder Management:

- Act as the primary point of contact for internal and external stakeholders regarding product-related inquiries and updates
- Present product updates, performance metrics, and strategic plans to senior leadership and other key stakeholders

### 6. Customer Focus:

- Strong understanding of UX, champion a customer-centric approach and ensuring that the needs and preferences of our users are at the forefront of product development.
- Develop and maintain strong relationships with key customers and partners, gathering insights to drive product innovation.

## QUALIFICATIONS:

- Relevant qualifications in Business, Marketing, Computer Science, or a related field.
- Significant experience of working with digital products/web solutions and delivering digital experience
- Strong understanding of strategy, digital product development processes and methodologies
- Proven ability to manage and deliver complex projects on time and within budget
- Excellent analytical, problem-solving, and decision-making skills
- Strong communication and interpersonal skills, with the ability to influence and collaborate effectively with cross-functional teams
- Experience with product management tools and analytics platforms
- Passion for technology and staying up-to-date with industry trends and best practices



# HOW TO APPLY

## YOUR APPLICATION AND THE RECRUITMENT PROCESS

Please find below details of the selection process, to assist you in completing and tailoring your application:

If this exciting position appeals to you, you should submit:

1. An up-to-date CV which shows your full career history – we recommend that this is no longer than two pages, however, please ensure you represent your skills, experiences, and achievements;
2. A covering detailing what you think you can bring to the role and why it appeals to you – we recommend that this is no longer than two pages;

**Please send your CV and covering letter to – [hr@tabletennisengland.co.uk](mailto:hr@tabletennisengland.co.uk)**

**Closing date** – there is no closing date for this position, entries will close when the successful applicant is appointed.

For an informal discussion about the role, please contact Keely Armitt, Head of Engagement at [keely.armitt@tabletennisengland.co.uk](mailto:keely.armitt@tabletennisengland.co.uk)



**Table Tennis**  
England



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