

Product Development and Innovation Manager

Job Level	Level 5	Job Reference No:	
Directorate	UK Operations	Role review date:	
Service	Health and Care	Function	Health Delivery Unit
		Reports to:	Head of Delivery and Development

Scale and scope of role

Direct reports		Indirect reports	
Budget responsibility/ accountability	Up to £5k	Accountable for other resources	Health and Care consumables, equipment and resources

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

The Product Development and Innovation Manager will drive the development and implementation of innovative products and services across the Health & Care directorate, ensuring they align with market demands and organisational goals.

This role will support the product development process, working closely with the Head of Delivery and Development, product leads and various other stakeholders to drive continuous improvement and innovation in our products. It involves developing and implementing standardised, marketable and scalable services across the UK, ensuring our product development maintains appropriate internal governance and complies with internal and external requirements.

Through collaboration with the Health and Care National Management Team, the Commercial Bids Team and the Business Development network, the role will identify and shape the strategic priorities for innovation in health and care to keep ahead of evolving markets.

Key responsibilities

Innovation

- Drive the identification and implementation of solutions within Health and Care services using market insight, data and business intelligence, under the leadership of the Head of Delivery and Development and relevant product lead.
- Collaborate with key stakeholders, including frontline operational teams and the people we support, to understand their needs and challenges, identify opportunities for technological advancements in our service offers, develop external networks to expand innovation potential, and stay up to speed with emerging markets
- Research and evaluate emerging technologies and best practices in tech-enabled care to determine their applicability and potential impact, and develop and manage partnerships with tech companies
- Identify, develop and manage external relationships and networks with potential innovation partners to cultivate and grow partnership opportunities at a national level.
- Design, develop and manage pilot projects in collaboration with operational area teams to test innovative solutions, ensuring they meet the required standards and deliver measurable benefits.
- Provide training and support to staff and users to ensure successful adoption and integration of new technologies, working in partnership with the Systems Manager within the Health Delivery Unit and learning the development team.
- Foster a culture of innovation within the organisation by promoting creative thinking and continuous improvement.

Process Support

- Support the development and refinement of product development, embed and champion standardised processes, ensuring they are efficient and effective.

- Ensure the enhancement and optimisation of product development by collaborating with cross-functional teams to identify areas for improvement and implement standardised processes.
- Define and champion best practices and standardised procedures across health and care to promote consistency and quality.
- Provide guidance and support to colleagues and stakeholders on new processes and ensuring they are effectively adopted.
- Support the development of appropriate costing models based on an evolving health and care sector.

Performance Monitoring:

- Collaborate with stakeholders to define clear, measurable metrics that accurately reflect the success and impact of new products and services, ensuring the effectiveness of new health and social care services
- Effectively analyse data to evaluate performance against established benchmarks, identifying trends and areas for improvement.
- Develop comprehensive reports and dashboards to communicate findings and insights to stakeholders and make data-driven recommendations for enhancements and adjustments to services, ensuring continuous improvement and alignment with organisational goals.
- Provide training and support to staff on the use of performance metrics and data analysis tools, alongside the Planning and Reporting Manager in the Health Delivery Unit and relevant business intelligence teams.
- Foster a culture of accountability and excellence by promoting the use of evidence-based practices and continuous monitoring to drive improvement activity and innovation.
- Ensure consistency and standardisation of health and care products across the UK, maintaining and supporting internal governance processes to ensure compliance and quality.

Collaboration and Network Engagement:

- Work with the Commercial Bids team to support the development of competitive commercial proposals, adapting to the changing market as required.
- Collaborate with the Business Development Manager network to align product strategies with broader business goals.

Team Member

- Actively participates in all team meetings.
- Supports other team members
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre-engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales – Disclosure and Barring Service (DBS)
<ul style="list-style-type: none">• None
Scotland
<ul style="list-style-type: none">• None
Northern Ireland
<ul style="list-style-type: none">• None

Drivers Check - Required – Yes

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
Knowledge and Skills			
Essential <ul style="list-style-type: none">• A bachelor's degree in a relevant field –Design and product development or appropriate level experience• Programme or project management qualification or appropriate level experience• Understanding of how to improve service quality for the benefit of users• Negotiation and influencing skills	S S	I I	

<ul style="list-style-type: none"> • Excellent project management and organisational skills, planning, managing and monitoring own and others workload • Strong understanding of market analysis and strategic planning • Proficiency in data analysis and performance metrics • Ability to think creatively and support innovative solutions • Ability to respond to and prioritise a range of competing demands • Exceptional communication and interpersonal skills, with ability to adapt to a range of audiences • Microsoft 365 proficient <p>Desirable</p> <ul style="list-style-type: none"> • Knowledge and understanding of the roles, functions and purpose of regulatory, statutory and non-statutory agencies in the Health and Social Care sector 	S S	I I I I	
Design and product development Experience	S	I	A
<p>Essential</p> <ul style="list-style-type: none"> • Experience working within health and social care settings, understanding the unique challenges and opportunities in this sector. • Proven experience in product development and innovation, preferably within either the health and/or social care sector • Familiarity with tech-enabled care solutions and their implementation in health and social care environments • Experience of producing reports, analysing relevant data and demonstrating impact • Proven track record of managing and delivering projects, particularly those involving the introduction of new technologies or processes. • Experience in collaborating with various stakeholders, including healthcare professionals, IT teams, and external vendors • Experience in establishing and using performance metrics to evaluate the success of products and services. • Experience in identifying and implementing innovative solutions, fostering a culture of creativity and continuous improvement. • Skills in managing change, including training and supporting staff through transitions- <p>Desirable</p>	S S S S S S	I I I I I	

<ul style="list-style-type: none"> • Experience of working in a voluntary organisation and delivering high quality services to people in need • Experience of working in a large matrix organisation 	s		
Additional requirements			
Essential <ul style="list-style-type: none"> • Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. • Flexible travel around the UK to attend meetings as required 		I	
Desirable.			
Values in Action			
<p>Dynamic - We move forward as one team.</p> <ul style="list-style-type: none"> - Every day, we're adapting, innovating and learning. - When the unexpected happens, we are calm, quick and efficient. - We respond smartly, using clear processes and systems. <p>Compassionate - We stand for kindness.</p> <ul style="list-style-type: none"> - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. <p>Inclusive - We are open to all.</p> <ul style="list-style-type: none"> - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous - We are bold.</p> <ul style="list-style-type: none"> - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 			

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.