

# BUTTE-GLENN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: PRODUCT MANAGER, CCC TECHNOLOGY CENTER

L225.100

**BASIC FUNCTION:** Under the administrative direction of an assigned administrator, the Product Manager identifies product needs and manages operational enhancement; sets product development priorities and schedules; anticipates product success through the effective delivery of high quality processes that address continuous improvement for the assigned programs within the California Community Colleges Technology Center (CCCTC). These areas include, but are not limited to statewide technology programs in the following areas: distance education, on-line student services, on-line assessment, curriculum management and technology and data infrastructure for the California Community College (CCC) system. Works within, and may lead an Agile Development Methodology team. Dependent upon the nature of the specific project or projects and at the discretion of the assigned administrator, the Product Manager will carry out the deliverables of the specific product development activities to which assigned. Ensures that all assigned programs and service areas meet stated objectives, project timelines, work quality standards and established policies and procedures.

**REPRESENTATIVE DUTIES:** *(The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related or a logical assignment to this class. The essential duties of the class are indicated with an asterisk \*)*

- \*1. Provides coordination, management and overall leadership for the development and performance of assigned products of the California Community Colleges Technology Center (CCCTC).
- \*2. As part of a steering committee comprised of representatives of all stakeholder groups, creates and documents a product roadmap along with developing priorities for each Epic and Sprint as part of an Agile Software Development methodology. Using the appropriate Agile tools, tracks progress towards the roadmap and communicates status across the organization.
- \*3. Captures user requirements in the form of a user story, documented as such. Is capable of envisioning new approaches to meeting the user requirements. Demonstrates creativity and leadership and can apply those skills to refine the user requirements. Works with the development team to expand the user stories into an actionable set of tasks for the software developers.
- \*4. Serves as the product expert and main contact for the products they manage, interacting with all stakeholders. Presents product functionality to technical and non-technical individuals and answers most questions about the product without technical support.
- \*5. Participates in conferences and activities to promote the statewide program offerings developed by the CCCTC for utilization by California Community College faculty, staff, students and administrators.
- \*6. Works closely with various CCC Technology Center departments to ensure appropriate systems support and makes recommendations for the projected year; assists with project's mid-year and end-of-year analysis.
- \*7. Monitors customer satisfaction from independent surveys and other feedback mechanisms to strive for continuous improvement. Responds to requests and modifies services in accordance with feedback received.
- \*8. Conducts industry research, metrics analysis and surveys to develop and improve products and services.
- \*9. Develops and maintains positive relationships with other departments within the District, members of the college community and facilitates the development of relationships with outside entities.
- \*10. Assures compliance with project and District, County, State and Federal laws, rules, regulations and guidelines related to assigned project(s) and ensures the proper and timely completion and submittal of required reports.
- \*11. Centered around the specific stakeholder community and goals of the product, works with marketing resources to develop a comprehensive marketing plan; may coordinate with the CCCTC's Public Relations and Marketing Director and staff to develop marketing materials; assists with layout of publication materials and with the determination of appropriate media for defined target markets. Develops product marketing and promotion plans by working with existing and prospective clients and marketing resources.
- \*12. Organizes appropriate vendor selection processes in coordination with project governance committees. Participates in domain research, comparison of vendors and review of proposals. Develops and scores all requests for proposals (RFP) based on content. Participates in contract negotiations with technology and service providers for statewide deployment of applications.
- \*13. Supervisory duties include: instructing, planning, assigning, scheduling, reviewing and evaluating work for effectiveness, accuracy and adherence to departmental policies, rules and procedures; maintaining standards; determining performance objectives; coordinating activities; responding to employee leave requests; processing monthly timesheets; acting on personnel issues; and recommending employee discipline and/or discharge as appropriate.
14. Researches laws, Education Code regulations and other related information sources pertaining to statewide program offerings to ensure the validity of programs and services assigned by the CCCTC.
15. Researches new grants to expand service scope; participates in grant development, preparation, application and implementation.
16. Serves on a variety of District committees, statewide workgroups and national committees as requested.
17. Performs other duties as assigned and within the scope of the position.

**MINIMUM QUALIFICATIONS:**

- **EDUCATION AND EXPERIENCE:**
  - Bachelor's Degree from an accredited college or university in Business, Information Technology, or Marketing or a related technical field; **AND**
  - Two (2) years of experience as a software product manager or as a manager directly involved in the development of an enterprise software service or web application.
- **CERTIFICATES, LICENSES, REGISTRATION AND OTHER REQUIREMENTS:**
  - Hold and maintain a valid driver's license throughout duration of employment with the District.
  - Moderate travel is required.

**DESIRED QUALIFICATIONS:**

- Five (5+) years of experience working with educators and student users
- Master's Degree in Business, Information Technology or Marketing
- Demonstrated experience with agile development methodology. Scrum master certification preferred.
- Experience designing and delivering software products
- Proven track record of taking ownership and driving results
- Experience communicating with technical and non-technical stakeholders across multiple colleges
- Related project or technical certifications, e.g. PMP-ACP, Scrum Master, ITIL, etc.

**KNOWLEDGE, SKILLS AND ABILITIES: (May be acquired through education, training and/or experience.)**

**Knowledge of:** District policies, rules and procedures; laws and ordinances pertaining to the specific responsibilities of the position; California Community College instructional programs and services for students; student access, success and learning outcomes; fiscal performance and FTES measures; curriculum development processes; supervisory and managerial concepts and principles; modern office management methods and technology; current technologies and best practices in academic technology; an appreciation and understanding of the mission of the California Community Colleges; working effectively with a wide range of diverse individuals; principles of public speaking; communicating effectively with individuals and groups within the campus community as well as external audiences; effectively providing work direction and guidance to others; evaluating staff; gathering and analyzing data and making relevant recommendations based on that analysis; using appropriate software in the completion of position functions.

**Ability to:** apply District policies, rules and procedures; manage statewide multi-dimensional programs developed by distributed teams on multiple topics; conduct outreach and build consensus between multiple stakeholders (including administrators, faculty, staff and students) on complex multi-campus efforts; manage program development by distributed teams on multiple topics; interpret the laws, rules and regulations regarding grants; write grants and submit grant applications to additional program sponsors; show familiarity with statewide organizations involved in instruction, technology and research; make sound, educated decisions; provide effective supervision and leadership; prioritize work; demonstrate strong and effective oral and written communication skills; work independently or within a team, with an emphasis on detail management; be innovative and self-directed; multitask and manage multiple projects; organize workload and establish priorities; demonstrate effective planning and task delegation skills; establish and maintain cooperative working relationships with those contacted in the course of work; work with diverse populations; make required mathematical calculations accurately; make public presentations clearly and concisely; communicate professionally in confrontational situations; operate computers and related equipment including various software packages/applications; utilize keyboarding skills commensurate with the required functions for this position; maintain records accurately and with confidentiality as required; compile, organize and use various financial information necessary in the preparation and management of budgets; analyze complex financial, statistical and narrative data; prepare comprehensive, clear and concise reports and recommendations.

**WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:**

Provides matrix supervision and technical direction to professional, technical and clerical personnel.

**PHYSICAL EFFORT:**

Normal office environment. Sitting or standing for moderate periods of time due to moderate travel requirements.

**CONTACTS:**

Faculty, staff, administrators, students and the general public.

**WORKING CONDITIONS:**

Normal office environment, moderate travel required.

**NOTE: THIS CLASS IS EXEMPT UNDER FLSA PROVISIONS.**

Butte-Glenn Community College District is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act., Butte-Glenn Community College District will provide reasonable accommodation to qualified individuals. Butte-Glenn Community College District encourages both incumbents and individuals who have been offered employment to discuss potential accommodations with the employer.