



## Senior Product Manager

**Location:** London (Hybrid – 2 days/week in office)

**Type:** Full-time, permanent

**Salary:** Up to £90k, based on experience

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RSMB is seeking an experienced and highly capable Senior Product Manager to lead the next phase of growth across our expanding product portfolio, including RSMB Fusion, Barb Ads Hub, NMO XCM, and a pipeline of future offerings.

This role is central to defining product strategy, shaping user experience, coordinating delivery, and ensuring our products meet the evolving needs of the media and analytics ecosystem. You will be responsible for turning complex data and measurement methodologies into intuitive, scalable, commercially strong products - working closely with engineering, data science, commercial, and external stakeholder teams.

RSMB has been a specialist in data science and audience measurement for more than 37 years, best known for our long-standing work developing industry-standard methodologies and measurement solutions.

We are now building on that heritage through an ambitious product portfolio designed to connect datasets, enrich insight generation, and make analytics more accessible across workflows and organisations.

With around 50 staff and a hybrid setup in Central London, we combine the rigour of data science with a fast-moving product mindset.

This is a critical role which will provide a breadth of experience. You'll be responsible for:

### Product Strategy & Portfolio Leadership

- Defining and owning product strategy across a multi-product suite, ensuring coherence, scalability and commercial impact.
- Building and managing product roadmaps that connect user needs, market signals, technical considerations, and long-term business goals.
- Using agile principles to ensure iterative planning, transparency and continuous improvement.

### Product Discovery, Definition & UX

- Leading discovery activities including user research, workflow analysis, market evaluation, and problem definition.
- Converting insights into clear requirements, user stories, and acceptance criteria for Dev teams.
- Championing user experience across all products – ensuring interfaces and workflows are intuitive, efficient, and grounded in real user behaviour.
- Partnering with UX/design resources to shape prototypes, test concepts and refine user journeys.

## **Delivery Management & Cross-Functional Coordination**

- Prioritising product backlogs, managing trade-offs, and aligning teams around sprint goals and delivery outcomes.
- Working hand-in-hand with engineering, data science, QA and technical leadership to ensure high-quality, timely product releases.
- Coordinating with external technical partners and multi-organisation working groups as required.
- Facilitating agile ceremonies and embedding best practice delivery processes across teams.

## **Stakeholder & Partner Engagement**

- Engaging regularly with internal stakeholders, industry groups and user communities to gather insight and validate product direction.
- Presenting product plans, progress and outcomes to leadership and key stakeholders.
- Supporting commercial teams by ensuring the product narrative, value proposition and pricing approach are clearly articulated and consistently communicated.

## **Internal Enablement & Product Excellence**

- Developing product frameworks, documentation standards and ways of working across RSMB.
- Providing thought leadership around product development, strategy and user-centric design.
- Mentoring junior team members and helping build a strong, forward-looking product culture.

## **What We're Looking For**

- Proven experience (typically 6–10+ years) in product management, ideally within data, analytics, SaaS or measurement-focused environments.
- Proven ability to shape and deliver product strategy across multiple products simultaneously.
- Strong grounding in user experience principles and evidence of creating intuitive, user-friendly data or analytics tools.
- Extensive experience operating within agile methodologies (Scrum/Kanban), including backlog ownership, sprint planning and iterative delivery.
- Ability to translate complex analytical or technical concepts into clear product narratives and actionable requirements.
- Comfortable working closely with engineering and data teams in technical environments.
- Highly organised, proactive, commercially aware, comfortable working within a fast-paced team.
- A passion for media, data, analytics, or digital innovation is a strong plus.

## **What You'll Get**

- Ownership of a high-impact, industry-relevant product portfolio including RSMB Fusion and next-generation analytics platforms.
- A central role shaping products that influence market-wide measurement and decision-making.
- Exposure to cutting-edge work in media measurement, data integration and analytics.
- Hybrid working model (2 days per week in our Central London office).
- A collaborative environment with strong engineering and analytics leadership.
- 25 days holiday rising to 30, private medical insurance, pension, season ticket loan and more.

**Ready to help shape the next generation of RSMB's product portfolio? We'd love to hear from you.**

*Applicants must have the right to work in the UK.*