



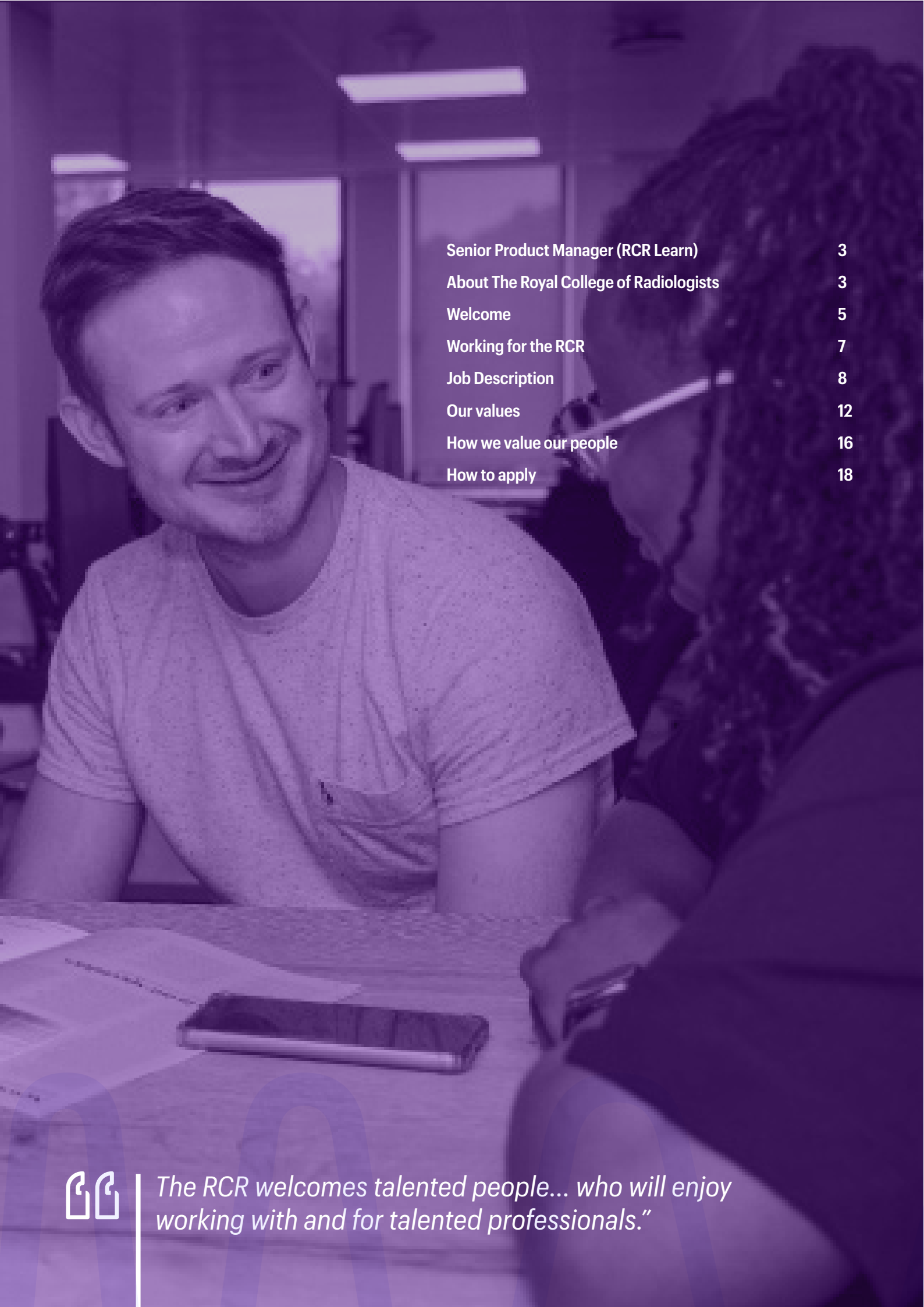
The Royal College of Radiologists

Senior Product Manager (RCR Learn) Candidate pack

*Advertised externally as Senior Product Manager (Digital Learning)



The Royal College of Radiologists



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The RCR welcomes talented people... who will enjoy working with and for talented professionals."

Senior Product Manager (RCR Learn)

Salary:	£61,104 per annum, with pay progression up to £67,534 per annum within two years employment, plus excellent benefits
Location:	Central London, with flexible working
Hours:	Full-time/35 hours per week
Contractual status:	Permanent
Closing date for applications:	23:59 27 November 2025
Interview date:	Shortlist interviews are scheduled for 2 December (shortlisted candidates will be contacted on the 1 December) and selection interviews are scheduled for 10 December 2025.

About The Royal College of Radiologists

Are you interested in making a real difference in the healthcare sector to improve imaging and cancer care for all?

At The Royal College of Radiologists (RCR), we're the leading professional membership body for clinical radiologists and clinical oncologists and a registered charity who educate and support doctors throughout their career. With over 14,000 members in the UK and internationally, together we're contributing to the advancement of each new generation of doctors and helping to improve patients' lives.

We require a broad range of skills and experience to deliver our strategic goal of increasing the clinical radiology and clinical oncology workforce, which will ultimately lead to improving imaging and cancer care services for all.

If you're inspired by our **strategy** and **values**, and are passionate about helping us meet our ambitious goals in an environment that celebrates differences, values diversity and recognises that everyone here plays a role in the success of the College, then we encourage you to consider a career at the RCR.



Welcome

Thank you for your interest in working with the RCR. I hope that you will find the information in this Candidate Pack useful, in addition to the content on our website: www.rcr.ac.uk

The last few years at the RCR have seen much growth and development. We have improved the range and quality of the services and support offered to our membership. We have grown the external profile of the RCR's work and increased awareness of the value of our medical specialities to patients and the public. We have created life-saving guidance and expanded our work globally to many different countries. We've revised how we train and examine our doctors to ensure they continue to be the best in the world, plus much, much more. We are ambitious to continue this success and build into the future.

Our Strategic Priorities from 2019 are:

Workforce

Support excellent, safe patient care by working collaboratively on team-wide standards across imaging and oncology. Define our doctors' professional needs for the future and shape sustainable workforce models for our patients and our specialties to realise them.

Be the experts

Highlight to the public and stakeholders the contribution our specialties make to safe, evidence-based and cost-effective patient care. Contribute meaningfully to the debate on the future of healthcare both in the UK and overseas.

Professional learning

Develop our educational offer to support our doctors to meet the challenges of practice, working with others where appropriate, sharing ideas where possible. Adopt new educational models rapidly to ensure continuing equity of access to high-quality products.

Membership value

Support all members and Fellows to deliver the best care for patients, for their entire career regardless of where or how they practice.

Our College

Shape a College that is demonstrably agile and responsive, accountable and open, supporting our specialties and the patients we treat.

The RCR is growing – in what we achieve, our income and our staff. We are a great team that focuses on improving the lives of patients through our doctors. Our culture is friendly and ambitious, underpinned by a continuing commitment to develop and support all our employees.

We are a *London Living Wage Employer* (www.livingwage.org.uk) not only for our employees, but also in respect of our contractors.

The RCR welcomes talented people who share our ambition, commitment who will enjoy working with and for talented professionals.

I look forward to hearing from you.

Yours sincerely



Working for the RCR

The RCR is a membership body and a registered charity. The trustee board is mainly made up of practising clinical oncologists and clinical radiologists and is accountable to the membership at large. Each specialty has its own Faculty which agrees policy and the range of support, advice and guidance offered to doctors in the specialty. The executives of the RCR are the eight Officers (doctors) who work closely with the senior management team (the Chief Executive and Executive Directors for Communications, Education, Professional Practice and Business and Resources) supported by about 100 other employees.

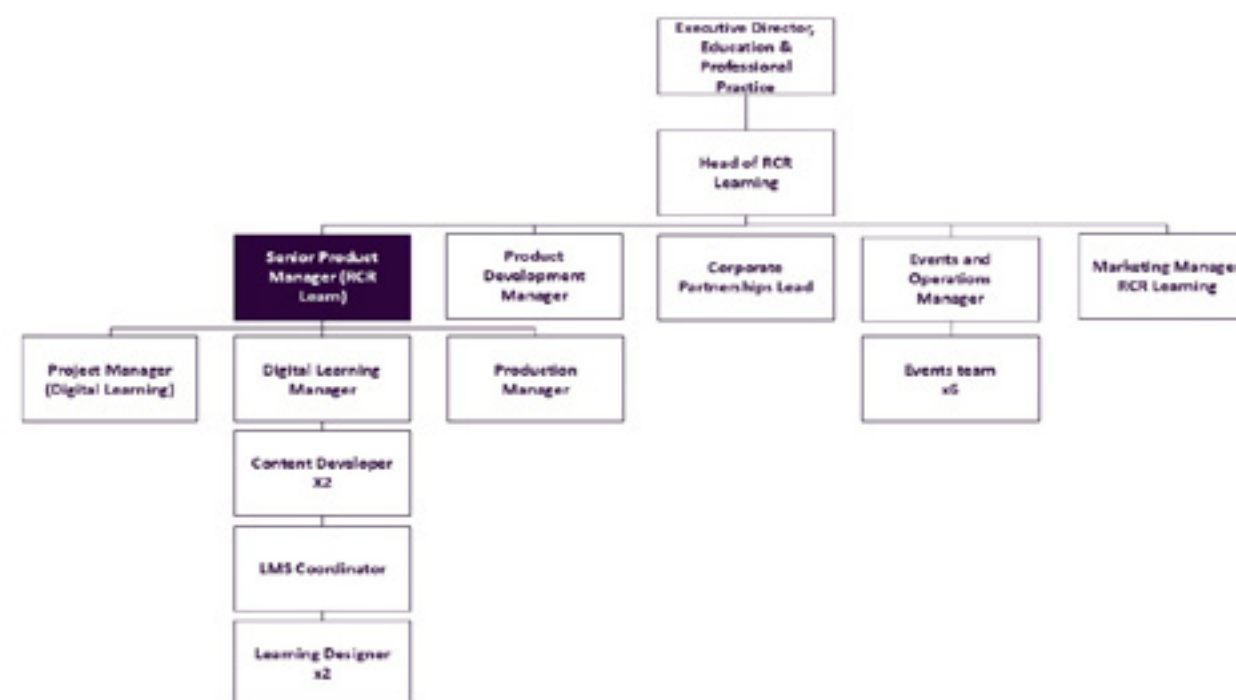
The Education & Professional Practice Directorate/E-Learning Team

RCR Learning supports radiologists and clinical oncologists' professional development throughout their career – whenever and however they practice. We design, develop and deliver innovative learning products that respond to the real challenges of clinical practice. We aim to be our members' lifelong learning partner and are building a world-class

digital learning library of high quality, engaging courses which meet our members' needs.

The Royal College of Radiologists (RCR) is looking for a Senior Product Manager to lead our digital learning team. You'll play a pivotal role in delivering RCR Learning's strategy and enabling us to be a lifelong learning partner for our members and wider audiences. This role combines ownership of our digital learning strategy, course development roadmap and Go To Market activity alongside product management of our learning management system (LMS) platform. This is a fantastic time to join RCR Learning as we start the next phase of our digital learning journey. If you have experience creating compelling product propositions, leading online learning teams and achieving revenue targets we'd love to hear from you.

Where the job fits





Job description

Job title:	Senior Product Manager (RCR Learn)
Responsible to:	Head of RCR Learning
Responsible for:	Project Manager
	Production Manager
Contract terms and hours:	Digital Learning Manager
	Permanent, full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working

The role

Overall purpose

As Senior Product Manager you'll play a pivotal role in delivering RCR Learning's strategy and enabling us to be a lifelong learning partner for our members, Fellows and wider audiences. This role combines ownership of our digital learning product vision, product roadmap and Go To Market activity alongside product management of our learning management system (LMS) platform. We have ambitious and exciting growth plans which you'll support us to deliver.

Main areas of responsibility

- a. Line manage and professionally develop a team of digital learning professionals.
- b. Lead the development and achievement of the RCR Learn (digital learning) strategy and roadmap.
- c. Grow the RCR's digital learning offer, enabling us to be a lifelong learning partner for our members and to generate commercial income.
- d. Build clear product propositions and revenue models for RCR Learn, and own the go to market (GTM) activity to achieve commercial targets.
- e. Create and own the product roadmap for the learning management system (LMS) platform, driving improvements in user experience and analytics capability.
- f. Lead the design and embedding of agile ways of working practices, to enable 100+ high quality digital learning resources to be developed and published each year.

Responsibilities

a. Line management

- 1. Line manage, coach and professionally develop the team of Learning Designers, Content Developers and the LMS Coordinator; set objectives, run regular 1:1s, performance reviews and create development plans that build a high performing, collaborative culture.
- 2. Working with the Digital Learning Project Manager, plan capacity and allocate work to team members to match roadmap priorities and skillsets.
- 3. Foster an experimental, innovative culture within the team; supporting team members to develop and run impact-focused experiments.

b. Strategy and development

- 4. Collaborate with the Head of RCR Learning to develop and deliver a digital learning strategy for the RCR.

- 5. Lead the development and achievement of the RCR Learn commercial strategy to support RCR Learning's strategic objectives.
- 6. Analyse market and competitive conditions to determine a product vision for RCR Learn which is differentiated and delivers unique value.
- 7. Plan, forecast and monitor financial and operational metrics, including by owning the digital learning budget.
- 8. Monitor and respond to emerging competitive threats.
- 9. Manage budgets/contracts/resources in line with RCR policies
- 10. Grow the RCR's digital learning offer, enabling us to be a lifelong learning partner for our members and to generate commercial income.
- 11. Collaborate with the Digital Learning Manager to design and embed best practice digital learning course frameworks, embed digital learning innovations into our products, and design effective learning design processes.
- 12. Stay abreast of the latest trends and advancements in online learning, instructional design methodologies and learning management systems.

c. Product management

- 13. Drive strategic product management of both our digital learning offer and our LMS platform.
- 14. Build, iterate and own the digital learning product roadmap; working with the Digital Learning Manager and Project Manager to prioritise activities to be done in each sprint.
- 15. Work closely with the Digital Learning Manager and Project Manager to build and deliver the LMS product roadmap (including analytics, UX and other improvements), optimising the platform to meet member needs and organisational objectives.
- 16. Ensure digital learning resources are designed, developed and published on time, within budget and to the RCR's quality standards.
- 17. Be the voice of our customers: lead and personally undertake user research, applying insights to ensure our digital learning offer achieves product-market fit.
- 18. Monitor, evaluate and improve the effectiveness of the RCR's digital learning offer and its courses.

d. Go To Market (GTM) and sales

- 19. Collaborate with the RCR Learning team (including the Marketing Manager, Product Development Manager) and RCR colleagues (including the Insights Manager) to build clear product propositions and value propositions.
- 20. Identify, test and prioritise key customer segments for B2B and B2C markets.
- 21. Define, test and iterate subscription and pricing packages for B2B and B2C audiences.
- 22. Develop, and lead the implementation of, GTM plans for B2C, B2B and RCR member audiences; working in close collaboration with the RCR Learning Marketing Manager.
- 23. Build and manage a pipeline of B2B prospects to achieve agreed sales targets within specified timescales.
- 24. Present and promote RCR Learn to new and existing customers, taking care to understand their needs and propose the most effective subscription package or solution for their need.
- 25. Build and maintain a compelling evidence base using actual experience of the use of the product to support our marketing of the product.



26. Evaluate and build partnership opportunities with both suppliers and customers to expand the routes and channels to market

e. Relationship building and stakeholder management

- 27. Collaborate with RCR Learning colleagues to identify key analytics and reporting requirements for blended courses.
- 28. Establish and report on measurable KPIs.
- 29. Contribute clear, insight led reports and dashboards for governance and senior stakeholders, including inputs to RCR Learning Strategic Board papers and user experience reviews.
- 30. Build and maintain a sustainable customer base for the RCR Learn (digital learning) offer by establishing positive customer relationships
- 31. Build a user network to ensure user experience is learned from and to advocate the benefits of RCR Learn.
- 32. Collaborate with the elected Officers, boards, committees and other lead Fellows of the RCR to improve the offer and advocacy of the product.
- 33. Own the RCR's relationship with key suppliers, including the LMS platform supplier and other suppliers. Manage relationships and contracts, negotiating as required to achieve excellent service levels and value for money.

f. General

- 34. Maintain and manage records in accordance with the RCR's data protection policy and guidance.
- 35. Maintain documentation on all activities carried out.
- 36. Undertake such other duties appropriate to the level of the postholder's qualifications and experience as may be required by the RCR from time to time.



Key working relationships

Internal working relationships

- Colleagues in RCR Learning's Events sub-team, particularly for the development and delivery of blended learning courses.
- Colleagues across the RCR, working collaboratively and sharing information to support development of the RCR Learning offer.

External working relationships

- Subject matter experts engaged in the development of educational products
- Other medical royal colleges and learning providers - sharing information, liaison, facilitating collaboration
- Contractors, suppliers – raising platform improvement and technical fix requests, working with suppliers to resolve technical issues

Scope and limits of authority

Decision making level	• Organise and lead on specified workstreams • Priority setting for own workload and direct reports' workload
Financial resources	• Maintain and monitor records of expenditure • Manage budgets up to £600 ,000 (and contracts) in line with the scheme of Financial, Contractual and HR delegation
Other resources	• Shared responsibility for RCR Learning resources such as educational content, laptops, cameras etc.
People management	• Three direct reports
Legal, regulatory and compliance responsibility	• Ensure that all resources, communications and processes are in line with relevant legislation such as accessibility, copyright, Intellectual property rights and General Data Protection legislation.



The person

Essential (E) or
Desirable (D)

Knowledge, qualifications and experience	
Significant experience of end-to-end digital learning product management to achieve quality and financial objectives	E
Experience of building and leading a high-performing team	E
Significant experience of managing product development and launch, including value proposition, positioning, pricing and product launch	E
Significant experience of developing online learning products for CPD / professional audiences	E
Experience of building and managing a sales pipeline to deliver B2B revenue	D
Significant experience of managing the development (research, design, build, user testing, delivery) of digital learning courses	E
Excellent knowledge of learning design principles for blended and online courses	E
Experience of selecting, implementing and managing supplier contracts for technical platforms / tools	D
Experience of working in an agile projects environment	D
Skills and abilities	
Accurate use and understanding of English.	E
Proven ability to design and embed efficient digital learning processes and frameworks	E
Collaborative, organised and outcomes focused approach; able to balance strategic thinking with hands on delivery when required	E
Proven ability to lead, motivate and coach own team and peers	E
Proven ability to identify, prioritise and execute operational improvements in order to improve efficiency and user experience	E
Excellent written and verbal communication, including report writing for Boards	E
Proven ability to identify, test, prioritise and deliver a product roadmap	E
Ability to draft business cases and supporting documentation	E

Other Requirements

To be able to apply candidates must be able to also fulfil the following requirements:

- Candidates must have the right to work in the UK to be able to apply for positions at the RCR
- Commitment to equality and valuing diversity and understanding of how this applies to delivery of own area of work
- Commitment to the aims and charitable objectives of the RCR
- Self awareness
- Enthusiasm for learning and development and taking on new tasks



Our values



People focus

We treat everyone fairly and with respect, actively listening and responding appropriately, while recognising individual differences.



Integrity

We are open, honest and transparent. We strive to reflect and learn from experience in every area of our work to deliver the right outcome.



Making a difference

We strive for excellence. We make a difference by setting standards and empowering our membership and our staff through personal development and lifelong learning.

We recognise that patients’ best interests underpin everything we do.



Behavioural competencies

The RCR's Competency Framework defines the behavioural competencies required from all staff to contribute effectively in their role and within the wider organisational team.

Communicating effectively

The success of the College depends on how it communicates with its membership and other stakeholders. Employees need to know their audience(s) and communicate with them in a way which meets stakeholder needs and expectations as far as possible.

Working together

The College's effectiveness and reputation depends on efficient and collaborative working, both within and beyond the team. This includes all employee colleagues, Officers, other Fellows and members and often others outside the College.

Personal effectiveness

The College is most effective when employees take ownership of their work, understand the context of that work, deliver effectively to achieve required results and demonstrate a positive attitude to taking on additional responsibilities or learning new skills.

Customer focus

We should all provide excellent services to all customers but notably to the membership and staff colleagues. Focusing on those and other customers, and understanding and responding appropriately to their needs, is key to the success and sustainability of the College.

Embracing change

We must all play a part in ensuring that the offer the College makes continues to be effective and relevant in meeting customer needs. This will involve changes to what we do and how we do it. We all need to play our part in embracing change.



How we value our people

Benefits

We offer all our employees a fantastic range of benefits to help you enjoy a great work-life balance, look after your wellbeing and plan for the future.

A modern and welcoming working environment

We've made sure our office in a prime central London location is a destination people want to come and work in – it's open-plan and spacious, with areas for meetings, collaborative working and concentrated workspaces. We also have kitchen facilities well-stocked with plethora of teas and two very fancy coffee machines for everyone to use

There are lots of things going on when you come in too, including learning and development sessions with doctors talking about their work, tea and cake get-togethers, free massages monthly and monthly town hall meetings where staff can share updates and ask questions. We even have our own social committee and organise regular fun events, which are a great way for you to get to know your co-workers.

Excellent pension scheme and life assurance

We like to help our staff save for the future and provide an excellent employer pension contribution. We also have a life assurance and personal accident policy which covers all employees up to four times their annual salary.

Hybrid working

At the RCR we only hire great people, and we value being able to bring everyone together to bond, build great working relationships and

generate amazing and innovative ideas.

We embrace remote working, and our staff are able to work remotely for up to 60% of their working time, with 40% in the office. All staff are provided with a laptop to allow them to work remotely, along with equipment such as desks and chairs to make sure they're comfortable when working from home. Our offices are open throughout the working week though, and staff are always welcome to come in as often as they wish.

Wellbeing support

We like to make sure everyone at the RCR is supported, both professionally and personally, so in addition to our excellent line managers and supportive HR team, we've invested in training a number of dedicated staff members passionate about mental Health as Mental Health First Aiders. We also provide an Employee Assistance Programme, that's has a 24/7 helpline so if you ever have any personal problems or concerns, there's always somewhere to turn for help and advice.

Generous annual leave allowance

Working hard is important, but taking a break matters just as much. Everyone starts with a 25-day annual leave allowance per year and that increases with service too.

Interest-free season ticket loan and cycle to work scheme

To make sure you're able to get into the office in the way that best suits you we offer all staff the option to take out an interest-free season ticket loan to help cover the cost of travelling, as well as a cycle to work scheme for those of us who like to be more active on their commute. If you



do choose to cycle in, we have somewhere safe to leave your bike and showers to use if you want to freshen up before work.

Festive spirit

We know taking a break at the end of the year is important to our team. To ensure everyone gets a well-deserved rest to spend time with loved ones, we usually close our office between the Christmas and New Year period – gifting the extra days off to all staff, in addition to their usual annual leave.

Making a real difference

In addition to all the great benefits we've listed above, we believe the main reason people want to join the RCR is because you also get to go to work knowing your role has an impact on the lives of doctors and patients.

Equality and diversity

Every day, our colleagues are making a difference by helping to improve imaging and cancer care for all. This starts by having the best talent, and that is only possible with a diversity of thinking, diversity of background and experience, and diversity of skills.

Diversity means better ideas, better solutions and more innovation. It's why one of our key priorities is to ensure our workforce reflects the communities we serve.

We're committed to creating an inclusive workforce and working environment for us all to enjoy – where everyone is able to bring their whole self to work to create change and reach new heights of creativity.

You can find our equality, diversity and inclusion commitment [here](#) as well as our equality and diversity policy [here](#).



Great purpose, great people, great working environment and clear direction of travel."

How to apply

The closing date for applications is 23:59 27 November 2025

Please submit a CV and a covering letter (of no more than a page and a half) submitted as Full name, Role, CV/CL together with a completed, [Diversity Monitoring Form](#).

It is important that your covering letter includes a clear statement in support of your application, which demonstrates how you meet the essential (and, where applicable, desirable) criteria described in the table entitled 'the person'.

We expect you to meet the points listed under "other requirements" of the Person Specification as a pre-requisite for applying for this position. However, you are not required to address these points in your written statement. We will explore them further if your application is taken to the next stage(s) of the recruitment process.

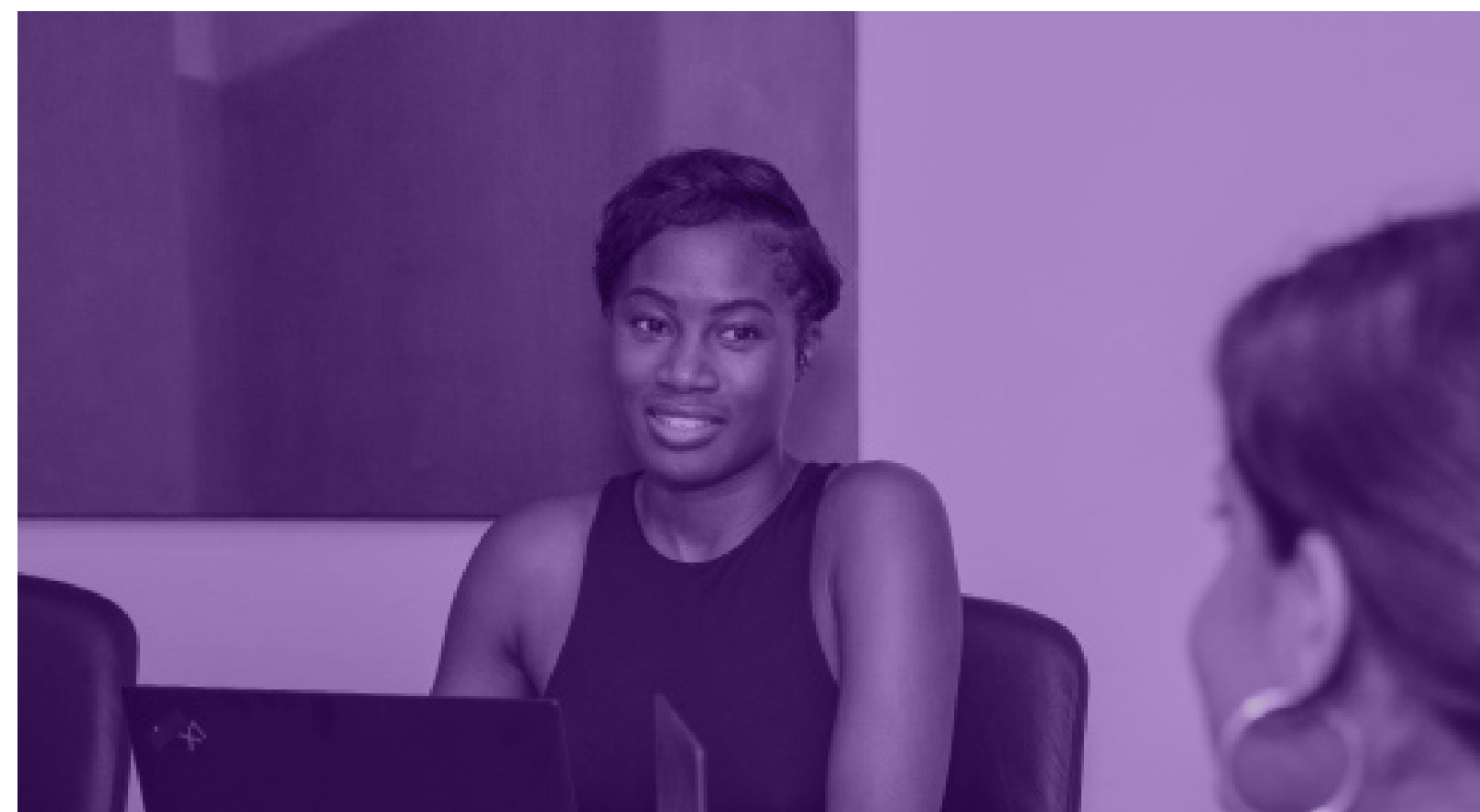
The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create your application you unfortunately won't be shortlisted for the next stage of the recruitment process. We hope that you respect this request in line with our value of integrity [Values & strategy | The Royal College of Radiologists \(rcr.ac.uk\)](#)

Applications should be emailed to jobs@rcr.ac.uk

If you have not heard further from the RCR within a fortnight of the closing date, you should assume that you have not been shortlisted for interview on this occasion.

Shortlisted candidates will be invited to attend first stage interviews on 2 December 2025.

If you consider yourself to have a disability and require a hard copy pack or a different format, for example large print, please contact the HR team at jobs@rcr.ac.uk





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