

# **The Royal College of Radiologists**

## **Product Development Manager Candidate pack**

\*Advertised externally as Learning Programmes Development Manager (CPD)



The Royal College of Radiologists



Product Development Manager	3
About The Royal College of Radiologists	3
Welcome	5
Working for the RCR	7
Job Description	8
Our values	12
How we value our people	16
How to apply	18



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

## Product Development Manager

### \*Learning Programmes Development Manager (CPD)

Salary:	£54,869 per annum, with pay progression up to £60,644 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 on 5 February 2026
Interview date:	Shortlist interviews are scheduled for 10 February 2026 and selection interviews are scheduled for 19 February 2026 and will take place onsite at our Central London office.

## 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](http://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 specialties 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](http://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/RCR Learning Team

Are you ready to shape a high impact CPD portfolio? At the Royal College of Radiologists you'll lead the end to end design, development and launch of new learning programmes for healthcare professionals. In this pivotal role you'll combine educational rigour with market insight to create short courses that drive real improvements in clinical practice and patient care.

### Where the job fits





# Job description

Job title:	Product Development Manager
Responsible to:	Head of RCR Learning
Responsible for:	N/A
Contract terms and hours:	Permanent, full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working
Flexible working:	Employees are required to work from the office for at least 40% of their working week.

## The role

### Overall purpose

You'll lead a matrix team to design, develop and launch innovative CPD courses in-person, live online and blended formats. You will grow the RCR's portfolio of CPD programmes, leading horizon scanning and ideation, identifying and prioritising opportunities to meet the RCR's educational and commercial goals. For new short courses and lecture series, you'll take a 'hands-on' approach and lead the product proposition development, learning design, programme development, Go To Market planning, pilot delivery and evaluation. With a strong focus on customer insight, experimentation and commercial performance, you'll play a key role in transforming our learning programmes portfolio.

You will be able to draw on the support of the entire RCR Learning team which includes colleagues with extensive expertise in event delivery, marketing, corporate sponsorship and digital learning. This is a highly collaborative role in an innovative team, passionate about delivering high quality learning for clinical radiologists and clinical oncologists, with the ultimate aim of improving patient care.

## Main areas of responsibility

- a. Own and manage the new product development (NPD) process for live and blended learning programmes to ensure all new products meet RCR Learning's quality, needs-based and financially sustainable principles.
- b. Lead and manage the end-to-end design, development and pilot delivery of CPD courses and other learning products to deliver RCR Learning's strategic and financial objectives.
- c. Lead go to market (GTM) planning and execution for new and re-launched learning products, to achieve RCR Learning's commercial targets.
- d. Learning design for CPD courses and lecture series.
- e. Plan, undertake and synthesise market research and user testing activities to ensure new products are innovative, meet market demand and are financially viable.
- f. Lead reviews and redevelopment of existing CPD courses, ensuring they evolve to meet learners' needs and market changes.

### Responsibilities

#### a. Product Development

1. Develop, embed and manage an efficient new product development (NPD) process; maintaining a transparent NPD pipeline which meets RCR Learning's strategic objectives.
2. Be the custodian of, and explain to stakeholders at the most senior levels, the NPD process to ensure all new programmes meet RCR Learning's quality, needs-based and financial sustainability principles
3. Develop and continuously improve the NPD framework and associated suite of templates, including criteria for transitioning products to BAU.
4. Lead and manage the end-to-end development of scalable and repeatable new CPD Programmes from concept and design through to MVP delivery, evaluation and transition to BAU.
5. Lead the scoping, learning design and development of new short courses; leading and coaching voluntary SMEs to identify appropriate MVP approaches, undertake user testing and plan pilots.
6. Create, test and manage the delivery of go to market (GTM) plans for new products in order to meet financial targets, working with marketing and programme delivery colleagues to determine clear product propositions, build customer personas and evaluate campaign success.
7. Triage and take ownership when an existing short course is escalated for significant redevelopment; influencing and negotiating with senior external stakeholders to redevelop the course, using evidence-based approaches to diagnose issues and propose solutions.
8. Establish and deliver a regular horizon-scanning, user insights and market research programme of work.
9. Collate and synthesise user and market insights to ensure new products and pathways are innovative, competitive in the market, and financially viable.

#### b. Learning Designer

10. Lead the learning design for all new and redeveloped courses, collaborating closely with SMEs and programme delivery teams.
11. Coach subject matter experts (SMEs) and RCR Learning colleagues in learning design principles.
12. Research and apply innovative pedagogy and learner experience principles to product design.
13. Champion excellent pedagogy and learner experience in live and blended learning products.
14. Provide expert learning design advice and 'internal consultancy' to RCR Learning colleagues and SMEs who are updating existing products.

#### c. Research, insight and evaluation

15. Plan and deliver user insight, market research and user testing activities (primary and secondary) to inform prioritisation, marketing planning and product design.
16. Define measurement frameworks for new and redeveloped products.
17. Contribute to RCR Learning strategy creation and strategic reviews.



#### d. Project, financial and commercial management

- 18. Use robust and agile project management practices to deliver products on time, quality and budget.
- 19. Lead key project meetings (sprint planning, sprint kick-off, sprint retrospectives).
- 20. Matrix manage team members to develop and deliver new products.
- 21. Maintain project and risk management documentation.
- 22. Build and monitor budgets and forecasts for new and redeveloped products.
- 23. Manage IP and contracting with contributors and partner organisations in line with RCR policy, ensuring compliance with data protection and relevant legislation.

#### e. General

- 24. Develop and maintain excellent working relationships with stakeholders at all levels, including the College's Officers and external stakeholders of the highest seniority.
- 25. Contribute to increasing opportunities for collaboration within the RCR Learning Team, and across the wider organisation, identifying potential to improve the experience of members and making practical suggestions of how to operationalise this.
- 26. Contribute to continuous improvement of processes and documentation across RCR Learning.
- 27. Undertake such other duties appropriate to the post holder's level of experience as may be required from time to time.

## Key working relationships

### Internal working relationships

- Colleagues across the RCR, working collaboratively and sharing information to support development of the RCR Learning offer
- The elected Officers - providing information, guidance and support
- RCR Learning Chairs and committee members – providing recommendations, information and support

### 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 – negotiating contracts and ensuring delivery to contract terms
- Partners and sponsors – providing information and support

## Scope and limits of authority

Decision making level	Organise and lead on specified workstreams Priority setting for own workload
Financial resources	Maintain and monitor records of expenditure Manage budgets up to £50,000 (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	N/A
Legal, regulatory and compliance responsibility	Ensure that all resources, communications and processes are in line with relevant legislation such as copyright, Intellectual property rights and General Data Protection legislation.



## The person

Knowledge, qualifications and experience		Essential (E) or Desirable (D)
Proven success in developing new learning products which blend educational rigour with industry/market relevance		E
Significant experience of managing an end-to-end product development process, resulting in the delivery of multiple new learning products		E
Significant experience of learning design for mid-career and senior professional audiences		E
Significant experience of developing and executing Go To Market plans for B2C products		E
Knowledge of market research and user testing principles		E
Knowledge of the NHS, its structures and the issues being faced in medicine and by the healthcare workforce today.		D
Experience of leading a team and upskilling colleagues to develop the competence and confidence to deliver products to a high standard.		E
Skills and abilities		
Accurate use and understanding of English.		E
Excellent communication skills (written and verbal)		E
Demonstrated ability to use data to make and communicate evidence-based decisions		E
Ability to design and lead user insights activities (e.g. focus groups, 1:1 user interviews, prototype user tests)		E
Excellent interpersonal skills and an ability to build collaborative working relationships, communicate, influence and negotiate with multiple stakeholders at different levels and from a range of background and disciplines		E
Strong commercial acumen with an ability to identify and respond to income-generating opportunities		E
Ability to work independently and take initiative in a fast-paced environment, balancing multiple workstreams and competing priorities		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
- Committed to own continuing professional development.

## 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.

## 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.

### 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.

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 5 February 2026.

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.

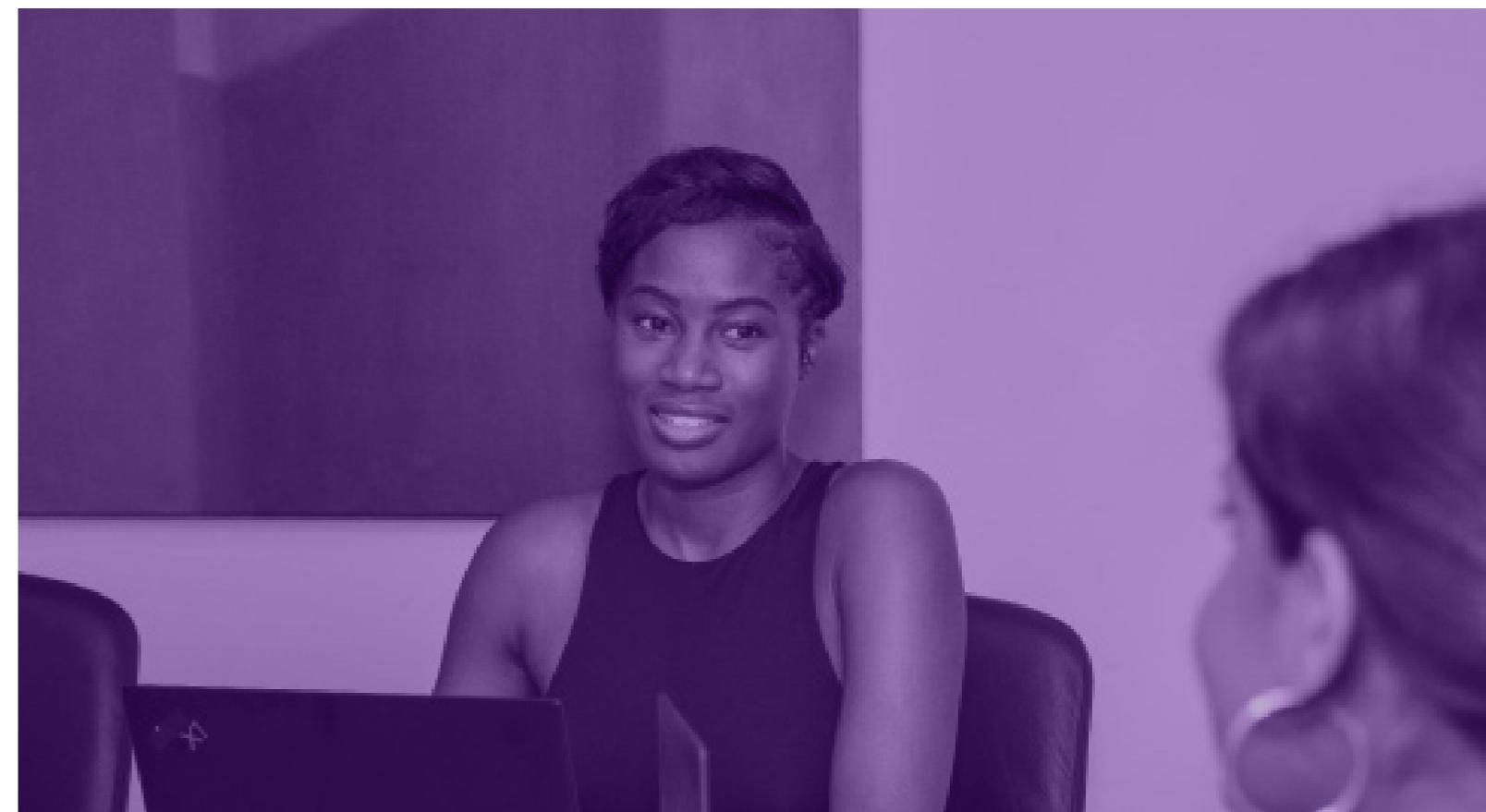
The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create 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](mailto: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 10 February 2026.

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](mailto:jobs@rcr.ac.uk)





The Royal College of Radiologists

The Royal College of Radiologists  
63 Lincoln's Inn Fields  
London WC2A 3JW

+44 (0)20 7405 1282  
[enquiries@rcr.ac.uk](mailto:enquiries@rcr.ac.uk)  
[www.rcr.ac.uk](http://www.rcr.ac.uk)  
[@RCRadiologists](https://twitter.com/RCRadiologists)

A Charity registered with the Charity Commission No. 211540  
© The Royal College of Radiologists, November 2023.

