Policy in Practice

Product Manager – LIFT

Job description

Location	Blackfriars, London (with flexibility to work from home)
Contract type	Permanent, 5 days per week
Salary	£50,000+ depending on experience
Closing date	Applications reviewed on a rolling basis, early applications encouraged
How to apply	Please send a CV and cover letter to jobs@policyinpractice.co.uk

About the role

We are looking for a Product Manager to lead the Low Income Family Tracker (LIFT) in its next phase of growth.

LIFT is a dashboard trusted by over 130 local authorities to identify and support residents on low incomes. By combining local authority administrative data (such as Council Tax Reduction and Housing Benefit records) with a welfare policy engine, LIFT models household financial positions to uncover unclaimed benefits, debt, and poverty risks. It enables councils to move from strategic insight to targeted outreach campaigns (managed in the platform) that help vulnerable residents maximise their income, build financial resilience, and access discretionary support.

Bringing your strong product skills and hands-on attitude, you will have the opportunity to take end-to-end ownership, drive strategy, and enhance our product approach. You will work closely with the Chief Product Officer, software engineers, designer, customer success and policy analysis teams to improve the product and outcomes for our clients and the citizens they support.

Key responsibilities

- **Develop product strategy and roadmap** - work alongside the Chief Product Officer and other senior stakeholders to define and plan work that is aligned to the business's broader strategic objectives.

- **Lead and execute new developments** - move from ideas and plans to delivery. You'll need to manage stakeholders, define requirements and plan, working with our designer and engineers to deliver high-quality, practical solutions that meet client needs and align with the company's strategic direction.
- **Drive continuous improvement** - improve processes and the efficiency of what we do, you'll be hands-on and willing to try new things, bringing best practices from your previous experience and working as a team to achieve the best outcomes.
- **Lead product discovery** - work closely with clients, users, and internal teams to gather feedback and define product improvements, ensuring the voice of the customer is heard throughout the product development process, alongside market research. Actively engage in industry networking and events to build product awareness and identify future market opportunities
- **Ensure product usability and accessibility** - align with best practices and compliance standards such as WCAG 2.2 and GDPR.
- **Manage product backlog** - ensure bugs and client expectations are managed alongside alignment with the roadmap.
- **Use data and reporting** - understand the data we hold, what we need and the opportunities that it presents so that it can be used to improve our product and customer outcomes. Track and report on product usage and trends, providing monthly insights to stakeholders to inform product direction.
- **Coordination between departments** - LIFT product development requires input from our Policy, Research and Engineering teams. You will need to coordinate these teams, set clear expectations and manage competing priorities.

The ideal candidate

This role is ideal for you if you have product management experience, are comfortable with data and are looking for ownership and impact.

Essential characteristics we are looking for:

- **Experience:** Bring key skills in product delivery, planning, writing product requirement documents, product discovery and roadmap prioritisation.
- **Project management skills:** Able to manage multiple priorities across teams and colleagues, and deliver work on time, balancing urgent client-support escalations with long-term strategic product development.
- **Excellent communicator:** Able to translate complex ideas into clear, actionable steps for different audiences.
- **User-focused:** Passionate about creating intuitive and impactful digital products that improve people's understanding and ability to make informed decisions.

- **Collaborative:** Enjoy working cross-functionally with developers, policy analysts, customer support, sales and marketing, bringing teams together to ensure the product meets business objectives.
- **Analytical:** Comfortable using data and insights to make informed product decisions.
- **Technical understanding:** Able to work closely with engineers and understand technical trade-offs, translating complex policy requirements into functional technical specifications (you do not need to be a coder).
- **Creative problem solver:** Able to think outside the box, focusing on outcomes and objectives, not just outputs.
- **Entrepreneurial mindset:** Always looking for new product ideas to test and validate.
- **Strategic thinker:** Combine commercial pragmatism and experience navigating senior stakeholders to prioritise and deliver at pace.
- **Motivated:** Want to make a difference to individuals and the UK's welfare system and promote income maximisation.

Desirable:

- Experience working with local authorities and administrative data.
- Experience using tools like Jira, Confluence and Figma.
- Experience of optimising and automating data pipelines.
- Familiar with data visualisation best practice and dashboards that are impactful and user-friendly.
- Comfortable using tools such as Excel and basic SQL

About Policy in Practice

Our analysis found £24 billion goes unclaimed every year. Our products close that gap, helping families across the UK. Policy in Practice is a socially focused, fast-growing company that uses data and technology to help low-income households and organisations supporting them.

Our Better Off Calculator is a leading benefits checker and application portal used by local authorities, charities, banks, utility companies and housing providers to help over 2m people reach financial stability each year. It provides tailored information on their financial situation

and benefit entitlements so that they can make informed decisions, take action and be ‘better off’.

Policy in Practice’s vision and mission

Vision

We believe data and technology have the ability to empower people and change lives.

Mission

Empower people via proactive, integrated support.

We will help more people to live better lives using our expertise in social policy, data and technology.

We are transforming the way society supports low income families through citizen centred approaches. We focus on improving how all policy areas, sectors and journeys combined can have an impact on people and their outcomes.

Values

Purposeful and passionate

- We push for opportunities to improve, not just for our clients or for ourselves, but also for the people who need our help.
- We take responsibility. Details Matter. We have a genuine passion to help people, with a willingness to take action.

Insightful and impactful

- We go beyond straightforward analysis to get to the ‘So What?’, driving our policy insight and services to deliver impact.
- We think deeply and communicate simply in a way that helps people make the right decisions.

Respectful and supportive

- We are willing to discuss and debate openly, listening to both sides and relying on evidence and strong relationships to reach shared positions.
- We have each other's back.

Why work here?

Why Join Policy in Practice?

- **Make an Impact:** Work on a product that helps people navigate the welfare system and improve financial outcomes.

- **Career Growth:** Take ownership of a growing product in a dynamic environment where your ideas shape the future. Gain experience in an environment where your ideas and leadership will shape the future of our product.

- **Supportive Culture:** We invest in our employees and our culture and are proud of our team, ways of working and employee satisfaction. We encourage you to join office working and social activities, and everyone, wherever their 'home' location, joins our quarterly reviews. New starters are paired with a senior member of the team to provide mentoring and support.

- **Flexible Work:** Hybrid and remote options are available. We trust our team to deliver and support different working styles.

- **Perks and benefits**: 25 days of paid annual leave, membership of the NEST pension scheme, regular in person and online socials, access to a private GP service, retail and gym discounts, an employee assistance programme (EAP), a cycle to work scheme and much more.

- Don't just take it from us, Policy in Practice colleagues say:

"Everyone is lovely and we do such impactful work. There is a very caring employee culture, and a drive to share expertise."

"I appreciate how our work helps shape policies and the supportive team environment here encourages everyone to grow. Flexible working options make it easier to balance life and work and our inclusive culture makes this a welcoming place to be."

"The work is extremely meaningful and translates directly into tangible benefits."

How to apply

Please send your CV with a cover letter that clearly outlines your suitability and your interest in the post to jobs@policyinpractice.co.uk as soon as possible.