



Together, we make it V&A

All Venues
Ecommerce Product Owner

V&A

Ecommerce Product Manager

Reports to	Head of Data and Technology Products
Department	Technology
Line Management	No Direct Reports
Principal Location	South Kensington
Hours	36
Salary	£46,947-£55,000
Contract	Permanent





Who we are

The V&A is a family of museums dedicated to the **power of creativity**. Our mission is to **champion design and creativity** in all its forms, advance cultural knowledge, and inspire makers, creators and innovators everywhere. We share a 5,000-year-old story of creativity through **exhibitions, events, educational programmes, digital experiences, conservation, research**, and an ever-evolving national collection of over 2.8m objects spanning **every creative discipline**.

The Product Management team sits within the Technology department. The team is focused on delivering a Continuous Improvement programme for our key Technology products, ensuring that they remain fit for purpose in supporting the V&A organisational objectives. This role will be working closely with the Ecommerce team to deliver key initiatives as part of the ongoing Ecommerce programme of work

About the role

As the Product Manager for the eCommerce product, you will be responsible for ensuring the product delivers a high-quality, seamless customer experience while meeting business and commercial objectives. You'll oversee the product backlog, manage cross-functional delivery, and act as the primary liaison between business teams, technology, and suppliers. Your role will focus on delivering continuous product improvements that drive conversion, revenue, and operational efficiency.

1. Own the Product Backlog

Maintain a well-prioritised and refined backlog that balances user needs, technical requirements, and commercial opportunities. Ensure features are defined with clear acceptance criteria and align with the wider product strategy.

2. Maintain Product Integrity & Performance

Ensure the eCommerce platform remains stable, bug-free, and performs in line with operational and customer expectations. Work closely with Technology Application Support to triage, escalate, and resolve outstanding issues.

3. Champion Data Quality & Insights

Safeguard the accuracy and consistency of data across the eCommerce product. Use insights to inform prioritisation and support decision-making for product enhancements and business initiatives.

4. Act as Product SME

Serve as the subject matter expert for the eCommerce product. Collaborate with internal departments to shape initiatives that depend on or impact the product, offering strategic input and translating requirements into deliverables.

5. Risk & Dependency Management

Proactively manage delivery risks, assumptions, and interdependencies. Track progress through sprints, identify blockers early, and adjust plans to ensure successful delivery without compromising business goals.

6. Coordinate with External Partners

Manage relationships with third-party providers, including integrations, enhancements, and platform support.

7. Embed a Commercial Mindset

Align product decisions with revenue and growth goals. Identify opportunities to enhance conversion rates, basket value, and customer lifetime value through continuous improvement of the eCommerce experience.

What we're looking for

1. Tool Proficiency & Technical Literacy

Confident in using project management and collaboration tools such as Microsoft Azure DevOps and Jira to manage backlogs, track progress, and drive accountability. Working knowledge of Salesforce Commerce Cloud (SFCC) and other enterprise eCommerce platforms ensures informed decisions on platform capabilities and enhancements.

2. Business Analysis & User Story Writing

A skilled analyst with strong experience in requirements gathering, facilitation workshops, and stakeholder interviews. Able to translate complex business needs into prioritised user stories with clear acceptance criteria that support customer experience and revenue growth.

3. Commercial Awareness & Continuous Improvement

Applies Agile metrics and product KPIs (e.g. conversion, AOV, CLV) to inform sprint planning, backlog prioritisation, and roadmap development. Promotes a culture of data-led continuous improvement and rapid iteration to maximise product and business impact.

4. Agile Planning & Delivery Management

Experienced in planning and scheduling Agile sprints, managing timelines, allocating resources, and delivering to tight deadlines. Skilled in balancing structured planning with iterative, fast-paced product development to deliver measurable commercial value.

5. Risk & Issue Management

Proactively identifies, documents, and manages risks, issues, assumptions, and dependencies throughout the product lifecycle. Skilled in making risk-based trade-offs that support sustainable delivery while safeguarding commercial outcomes.

6. Collaborative & Cross-functional Leadership

Experienced in fostering strong team collaboration, promoting psychological safety, and enabling shared ownership. Proven ability to coach and guide cross-functional Agile teams and build strong relationships across technical, business, and supplier teams.

7. Transparent Communication & Stakeholder Engagement

Delivers clear, timely communication that ensures alignment and trust across the organisation. Able to tailor updates and reporting to suit technical teams, senior stakeholders, and commercial partners, keeping everyone informed of progress, challenges, and next steps.



Why work here

We strive to integrate **equality, diversity, and inclusion** consistently and naturally into all our activities.

We are proud to be an **open, tolerant, and diverse** organisation. We want to do more to welcome a broader audience and develop a more diverse workforce.

We work closely with our **staff networks** to develop our employee experience.

The V&A values are **Equity, Sustainability, Generosity, Collaboration and Creativity.**

We are committed to a strict **zero tolerance policy on any discrimination, harassment or bullying.**

Disability Confident

We are committed to guaranteeing an interview for applicants who declare they have a disability and meet the minimum criteria for the role.



What we offer you

- **29** days of holiday + public holidays each year
- **5.5%** employee pension contribution, **10%** employer pension contribution (*post-probation*)
- Life assurance scheme (*to value of 4 x annual salary*)
- Family-friendly policies e.g. enhanced maternity + paid carers leave
- An interest-free loan for a travelcard, bike, or for a deposit if you're renting (*post-probation*)
- Free sanitary products for all employees across our sites
- Free entrance to many major museums and exhibitions
- Benefits platform offering discounts at major retailers
- Socials events, such as staff summer and Christmas parties
- An Employee Assistance Programme – free and confidential services to provide support
- Tickets to V&A exhibitions for you, your friends or family + 25% discount on V&A shops and cafes



What next

Apply here

[Vacancies at the V&A · V&A](#)

Application Deadline

11th May 2025

We operate anonymous shortlisting at the V&A. This means that the manager cannot see your name, contact information, or equality data when shortlisting your application.

We are a Disability Confident Employer offering guaranteed interviews to those who declare their disability and meet the job criteria under the Disability Confident Scheme.

Interview/Assessment days May/June 2025

Potential Start Date

To be confirmed

Any Questions?

Contact our Recruitment team at careers@vam.ac.uk



Thank you

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