



POSITION DESCRIPTION

Position Title	PRODUCT MANAGER - PROFILES	Position No.	50035618
Team	[Product & Content Technology]	Classification	[Technologist]
Department	Group Product	Schedule Roster Cycle	[Schedule A] [Non-Rostered]
Location	Ultimo	Band / Level	[Band 8]
Reports to	PRODUCT STRATEGY MANAGER 50054853	HR Endorsement	21/04/2020

Purpose

Manage digital products that deliver ABC's vision and strategy, through the combination of various platforms such as identity management, segmentation and other services, to ensure personalised digital experiences for our audiences.

Key Accountabilities

- Under broad direction, and in collaboration with the product team and key stakeholders, define and drive the roadmap to outline the product vision and develop a strategic plan for new product features/product releases.
- Actively gain a deep understanding of audience experience, identify and fill product gaps and generate new ideas that grow audience reach, improve audience experience and drive digital growth.
- Develop and communicate relevant success metrics and objectives to assess the effectiveness and performance of the products.
- Proactively monitor and action on product performance based on analytics and user feedback.
- Ensure all initiatives are aligned to ABC's strategic direction and objectives, which includes balancing personalisation and privacy.
- In collaboration with stakeholders, the product team and leads, understand, own and prioritise the product backlog to maximise audience value.
- Act as the primary contact for relevant stakeholders for additions to the product backlog to ensure audience needs are met.
- Demonstrate expert knowledge and keep up to date on market changes and competitive trends in the media industry and share these insights with the team and wider business.
- Manage key relationships and influence across organisational boundaries by establishing strategic external stakeholder relationships, including third party platform and technology partners through the development lifecycle. Keep abreast of vendor products and roadmaps.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated significant equivalent skills, knowledge and experience.
2. Demonstrated significant experience in building and shipping platform products in collaboration with teams of designers, engineers and data scientists.
3. Demonstrated highly developed quantitative and qualitative data analysis skills.
4. Demonstrated experience in understanding customer needs and delivering customer value.





POSITION DESCRIPTION

5. Demonstrated experience in understanding the foundations of delivering and supporting software in an agile environment.
6. Outstanding technical, analytical, planning, and organisational skills, including the ability to proactively identify and action issues and opportunities.
7. Outstanding relationship management skills with the proven ability to negotiate, influence and liaise effectively with a diverse group of stakeholders at all levels.
8. Outstanding communication and interpersonal skills with high level of self-motivation and the ability to adjust and work effectively with changing situations and contribute positively to an audience-centred-culture.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
10. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.