Virgin Australia
Position Description

Position Snapshot

Position Title: Digital Product Owner

Business / Division / Department: Direct Sales and Digital Experience

Location: Brisbane

Reports to: Digital Product and Experience Manager

Direct Reports: NA

Classification: 1D

Employment: Fulltime

Date: May 2019

Overall Impact Statement

We are passionate about Championing Better and believe who you are and how you show up is as important as what you do. The objective of the Digital Product Owner role is to bring our digital strategy to life by building features, products and experiences that our guests love. The product owner will create joyful and seamless experiences for our guests, without exposing limitations. Their manifesto is to meet and exceed expectations of internal and external stakeholders leading digital product development and transformation projects for across our airline. Collaboration is at the heart of all that you do, a goal can only be reached utilising the expertise and skills of others.

Organisation Context

Virgin Australia Group is a major Australian airline group which includes Tigerair and operates domestic and international regular passenger services, charter and cargo services and the loyalty program Velocity Frequent Flyer. It is proud of its reputation for exceptional customer service.

The Group employs around 10,000 team members in Australia, New Zealand, the United States and the United Kingdom. We pride ourselves on recruiting the right people into the right roles and we're always looking for team members in all specialties to join our award winning team.

Virgin Australia Group team members are passionate believers in better. When we live our shared values, we can do things that most people would think impossible.

As a result, every person that we come into contact with; our guests, our customers, our colleagues and the community will feel and experience better outcomes, based on the interactions we have with them.

Key Accountabilities

Creating vision

- Responsible for defining the product vision, articulated through a product roadmap and prioritised backlog and clearly communicated with stakeholders

- Managing the product backlog including prioritisation through value/effort assessments, financial modelling and identification of customer experience improvements

- Responsible for the creation of user stories, refining requirements and defining release and sprint goals

- Responsible for leading conversations and decision making with stakeholders and internal and external customers

- Focus on iterative delivery to solve customer and business needs, fostering a culture of continuous improvement and innovation

Decision Making and Analysis

- Responsible for data driven decision making through analytics, financial and customer driven analysis

- Track, measure and be accountable for achieving product KPI's at a product, departmental and group level

- Creation of lean canvas analysis and documents as a tool for stakeholder engagement and business case creation

- Always be data informed to provide insights to business based on analytics, specialist knowledge and expertise

Delivery

- Work closely with delivery teams including Business Analysts, Project Managers, Solution Architects and development team to ensure the roadmap is delivered to requirement and expectation
- Clearly communicate requirements to development team drawing on knowledge of best practice digital trends and product expertise
- Motivate the teams responsible for delivery creating a high performing environment for all involved
- Work collaboratively to identify innovative solutions to customer or business needs

Digital Expertise

- Strong knowledge of digital technologies, functionality and capability used across the digital product suite
- Visualise dependencies across digital product suite and downline systems and capabilities to influence change where required
- Explores UX challenges and create intuitive, accessible and seamless experiences for our users, always with the end-to-end customer journey in mind
- Leads customer journey mapping activities to ensure optimal end to end solutions are created
- Leads with a customer centric approach driven by improvements to LTR scores and revenue performance for the group
- Drives activities to gather feedback from our guests and derives insights to inform prioritisation of the backlog and ideation of the roadmap

Leadership

- Be the experts in your field, but draw on advice from other areas of the business
- Create valuable stakeholder relationships to enable clear communication of priorities, manage delivery expectations and advise of outcomes
- Advocate for the product internally and externally as the primary contact for product queries
- Facilitate collaboration between stakeholders to ensure valuable decisions are made
- Demonstrate initiative and be self-motivated
- Ability to make decisions, resolve issues and demonstrate accountability

Key Requirements

Essential

- 2-4 years experience leading agile projects, product and/or cross functional teams
- Knowledge of platforms used in our product owner teams including Aha!, Confluence, Jira and Sharepoint
- Strong skills in analytics utilising the Adobe Analytics suite and Power BI
- Strong interpersonal skills ensuring valuable relationships are created and maintained, ensuring the team and department's reputation is exceptional
- Exceptional written, verbal and presentation skills and a high attention to detail
- Skills to communicate complex ideas effectively
- Adaptive to change and ability to remain positive in challenging situations
- Solutions focused with the ability to liaise with stakeholders to gain a deeper understanding of problems to collectively decide on the pathway forward
- Strong willingness to be a part of a team, with high collaboration, engagement and a positive mindset
- Experience working in a cross functional environment is a requirement
- Proficient in prioritisation to ensure highest value initiatives are the focus
- Commercially astute with the ability to use data and analytics to drive decision making

- Previous experience working across complex technology stacks

Desirable

- Background working in complex software development environments
- Knowledge of Html, CSS, accessibility guidelines and SEO practices

Virgin Australia Leadership Standards

Standard	Level 1 Behavioural Descriptors
Passionately VA	• Displays a passion for delighting both internal and external customers • Seeks to understand customer needs by actively listening to their thoughts and concerns • Embraces diversity and is responsive to different experiences, perspectives, values and beliefs • Is curious and continuously looks for ways to learn and improve • Knows, understands and follows standard operating procedures • Is authentic and honest, can admit to making mistakes
Desire to be Better	• Strives to improve experiences for internal and external customers • Has a curious mind towards identifying opportunities and finding ways to be better • Demonstrates a high level of personal motivation to learn and develop • Resourceful and creative with coming up with solutions • Identifies and contributes ideas for improvement • Identifies, addresses and reports safety hazards
Collaborates	• Displays passion for sharing knowledge and ideas • Voices opinions and new ideas freely • Respects differences and seeks to understand diverse perspectives • Works constructively in and across teams, viewing every interaction as an opportunity to collaborate • Is curious and open-minded to new ideas, perspectives and approaches • Clarifies own understanding and embraces alternate view • Challenges behaviours that compromise safety
Inspires Team	• Welcomes change and remains positive in the face of ambiguity • Seeks information to understand change and impacts • Demonstrates a change mindset, flexibility and openness • Understands the need for VA Group to be innovative and drive business improvement • Seeks to understand Virgin Australia's strategy and how they can contribute • Demonstrates forward-thinking and awareness of immediate consequences of actions ensuring safe outcomes
Creates Future	• Welcomes change and remains positive in the face of ambiguity • Seeks information to understand change and impacts • Demonstrates a change mindset, flexibility and openness • Understands the need for VA Group to be innovative and drive business improvement • Seeks to understand Virgin Australia's strategy and how they can contribute • Demonstrates forward-thinking and awareness of immediate consequences of actions ensuring safe outcomes
Drives Results	• Plans work to deliver within expected timeframes • Shows energy, enthusiasm and initiative for achieving own goals • Follows through on commitments to both internal and external customers • Seeks guidance and support to address obstacles and achieve set goals • Integrates feedback and takes responsibility for achieving own goals • Delivers outcomes within standards operating procedures