POSITION DESCRIPTION – TEAM MEMBER

Position Title	Digital Products Specialist	Department	Engagement & Support
Location	Sydney or Melbourne	Direct/Indirect Reports	0
Reports to	Senior Digital Products Manager	Date Revised	July 2020
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 5	**Job Evaluation No:**	E&S-MC-DP-02

■ Position Summary

Across Australia thousands of people support Red Cross every day - from our financial donors, members, volunteers, retail customers, social media followers and online supporters, first aid students, campaign advocates, young humanitarians etc – and enhancing and growing this support via our digital platforms and channels is crucial for Red Cross to meet its immediate and long term objectives.

Join the Digital Product Team and contribute to this growth:

- Create impact and real-world change while assisting Australian Red Cross programs.

- Facilitate and influence sound product decisions that align to organisation values, reduce waste, and maximise public engagement and financial support.

- Deliver engaging products for Australian Red Cross customers.

The Digital Products Specialist is responsible the ongoing support and enhancement of Australian Red Cross digital products. Acting as the Iteration Manager for their Engagement & Support cross-functional squad, they are also responsible for the squad's Agile ceremonies.

The role works collaboratively with colleagues in Engagement and Support, IT and other business units to plan, execute and manage digital products that contributes to:

- Increase brand awareness, loyalty and positive public sentiment and experience

- Increase the organisation's supporter base

- Engage and interact with our online communities

- Generate income through donations, sales, commercial operations and courses

- Build inclusive, diverse and active digital communities

- Contribute to achieve our strategic goals.

Position description
Template authorised by: Janice Murphy, National Recruitment Manager

Date: July 2016

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■ Position Responsibilities

Key Responsibilities

- Plan and project manage digital product enhancements and development, working with internal and external cross functional teams. Manage vendors and technology partners.
- Manage stakeholder expectations across the organisation. Be an advocate for collaboration and accountability.
- Share and contribute to the overall digital product vision and roadmap, with a view to influence digital product and technology decisions, as part of the campaign and project delivery for Australian Red Cross.
- Promote product and strategic thinking.
- Facilitate Agile ceremonies including stand-ups, planning, retro and refinement.
- Assist with usability testing and research.
- Assist with ideation and discovery of new opportunities and design of new product experiences.

■ Position Selection Criteria

Competencies

- Experience supporting and growing a digital products, ideally a website or a public facing digital product. Demonstrable experience in delivering customer experience improvements.
- Excellent Stakeholder management skills in complex environments. Demonstrable experience in achieving goals while working with stakeholders at various levels.
- Demonstrable project management experience. Able to plan, execute and deliver milestones for a project in a timely manner. Experience working with technology teams either internally or externally with vendors or technology partners.
- Show understanding of customer-centric and data-driven approach to product development. Ability to empathise with the customer and create experiences to address needs.
- Experienced Agile ways of work and some experience leading Agile ceremonies. Exposure to JIRA and/or Microsoft Teams.
- Experience with design sprints and usability testing.
- Experience in producing wireframes and prototypes.
- Experience with analytics and SEO.
- Above average oral and written communication skills.

Qualifications/Licenses

- Tertiary qualification related to the position.

Behavioural Capabilities

- **Personal effectiveness | Achieve results |** Demonstrated ability to manage work and achieve the results committed to. Ability to evaluate progress and make adjustments needed to achieve goals. Accept responsibility for mistakes and learn from them.
- **Team effectiveness | Collaborating |** Demonstrated capability to work with others to reach common goals, sharing information, supporting and building positive and constructive relationships.
- **Team effectiveness | Communicating |** Demonstrated capability to communicate clearly and concisely ensuring messages are understood. Ability to express ideas clearly, listen effectively and provide feedback constructively.
- **Organisational effectiveness | Thinking strategically |** Demonstrated understanding of how an individual's role and work contributes to achieving organisational goals. Ability to think ahead and plan accordingly.
- **Organisational effectiveness | Innovating and improving |** Demonstrated ability to identify and raise issues regarding ineffective work processes and take initiative to make improvements.

■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:

  Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality

- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters