Australian Red Cross

Our vision

Trusted as the leading humanitarian organisation making a genuine difference in the lives of people and communities.

Our purpose

Bringing people and communities together in times of need and building on community strengths.

We do this by mobilising the power of humanity.

Our Fundamental Principles

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

Our Values

We Respect

As humanitarians, we put people first, listening to, understanding and respecting each other.

We aspire

We are curious, optimistic and we learn, because we want to do and be better.

We collaborate

We achieve our best by bringing people together on shared goals.

We stand up

We face challenges and opportunities with courage and compassion.

We deliver

We take ownership of delivering on our goals and make genuine impact.

We are part of a <u>movement</u>.

https://www.redcross.org.au/

At Australian Red Cross we:

- Adhere to the 7 fundamental principles of Red Cross
- Act at all times in accordance with Australian Red Cross Ethical Framework and Child Protection Code of Conduct and applicable policies
- Are committed to protecting the rights of all people, particularly those who may be experiencing vulnerability. We want the people we work with to feel safe, be safe and free from abuse of any kind. We are a child safe organisation. We have zero tolerance for child abuse. We value, respect, and listen to children and are committed to supporting child safety and wellbeing in our work
- Demonstrate skill, knowledge, and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Are committed to building a culture informed and characterised by the principles of diversity, equity, inclusion, and belonging. Australian Red Cross people are supported to understand and embed these principles into their leadership of self, others, teams, and workflow

Position Description

Position Title	**Digital Product Owner**	Department	Engagement & Support
Location	Flexible	Direct/Indirect Reports	0-10
Reports to	Digital Experience Manager	Date Revised	July 2022
Industrial Award	Social, Community, Home Care and Disability Services Industry		
Award Level	5	Red Cross Job Grade	6
Job Level	Team Member	Job Evaluation No:	HRC0072266

Position Summary

The Product Owner drives the delivery of key digital products within our Digital Experience Platform (DXP), the flagship product of our Digital Transformation. They define and deliver a market leading experience for all our customers (Financial Donors, Volunteers and Members, Shoppers, Students, Clients). This position acts as the 'glue' between customers and their needs, business stakeholders and their organisation drivers and the IT delivery team to make sure our customers have an engaging online experience and our digital KPIs are met. The organisation is going through a significant Digital Transformation, the Product Owner is accountable for defining the product roadmap for our most strategic digital products. They collaborate with IT and especially the Platform Owner, content and user experience specialists, agency partners, marketing and digital marketing specialists to deliver engaging and meaningful customer experiences that helps Red Cross achieve their digital growth ambition.

Position Duties

Key responsibilities/accountabilities

- Accountable for the user experience and for aligning the business goals to the user needs.
- Work closely with Platform Owners and 3rd party development teams to input all stakeholder requirements and business needs.
- Provide Business requirements to Platform Owners to create the Product Backlog.
- UX testing and research to inform a product roadmap and service a continuous improvement model.
- Ensure all products are developed with a mobile first methodology.
- UI wireframing, design, surveys, competitor analysis and market research
- Ensure the product is built and set up to meet measures of success.
- Develop consistent evaluation and reporting processes for performance against KPIs and budget.
- Work closely with data and analytics to capture customer behaviours and help inform decisions and product development.
- Collate results and product performance analysis against KPIs, learning and recommendations
- Update all stakeholders of the progress of the product and facilitate decision making with all key stakeholders
- Make strategic recommendations to the senior management team of Engagement of Support on Product Strategy and necessary steps to bring out the best results for the organisation.
- Lead the dedicated product resources and work to the digital product budget.
- Ability to influence and guide a team of digital practitions to achieve product strategic outcomes

- Collaborate effectively with the other MarComms and IT Managers to shape and deliver the broader vision for Red Cross' digital product suite
- Engage and influence the Executive and Senior Leadership team to ensure they understand and support our Product Vision for our Digital Experience Platform
- Ensure visibility of all development work, from informing user stories and functionality requirements, through to planning to UAT and release.
- Be a Subject Matter Expert in Product Development and Management and work with Digital Team to make strategic recommendations on Digital Products Strategy, governance and operating model (as part of BAU) and necessary steps to bring out the best results for the business.

Key relationships
- DXP development team
- Digital Growth Team
- Program Managers
- Corporate Partners

Person Requirements

Key Behavioural and Technical Capabilities
- Strong product and project management skills, and organisational abilities
- Knowledge of procedures used to demonstrate value proposition and ROI of the solution
- Advanced wireframing skills using collaborative tools (Figma, InVision, Sketch, Miro)
- Analytical and data-driven, with a working knowledge of HTML, CSS, Javascript
- Well-rounded team player, exceptional at working in cross-functional teams, including goal setting, managing team activities, defining schedules, communications, reporting and performance
- Effective communicator, adept at relationship building with internal stakeholders and external technology platform providers, agencies, publishers and media
- Advanced verbal and written communication skills, with experience delivering presentations, documenting requirements and defining solutions
- Working knowledge of web principles of UX, accessibility, and usability, user-centered design approach to building digital / mobile product
- Solid experience in UX and the upkeep and use of website content management systems (CMS)
- Experience using tracking and tagging software, reporting and analytics packages

Experience
- Relevant previous experience within a product team as a product manager/owner or product designer.
- Extensive experience in a digital and mobile first environment

Qualifications
- Relevant digital media and/or marketing degree and/or tertiary qualifications and post graduate qualifications in digital

Wellbeing, Health and Safety

It is our vision to be harm free and committed to providing and maintaining a safe and healthy environment for volunteers, members, staff, contractors, clients, customers, and others who may be involved in our work. Our Wellbeing Health and Safety direction is aimed at building a 'safety mindset' into our daily work, assessing and reducing risk, reporting hazards and incidents, and providing Red Cross people with a positive, healthy workplace.

- Identify and understand the current and future risks involved in undertaking your role and service delivery activities, then competently manage those risks so that everyone is safe
- Comply with the Work Health and Safety management system

Key Job Requirements

Licenses/compliance screening

Screening is required prior to commencement. Renewals may also be required during your employment in order to comply with specific contractual or legislative requirements.

Police check	Yes - every 5 years
Evidence of up to date* vaccination against COVID-19	Yes

*As per latest definitions by the Australian Technical Advisory Group on Immunisation (ATAGI), or who have a medical exemption based on ATAGI guidelines