



## POSITION DESCRIPTION

Position Title	Head of Group Product	Position No	TBA
Team	Product & Content Technology	Classification	Executive
Department	Group Product	Level	EL3
Location	Sydney	Approved	
Reports to	Chief Digital & Information Officer		

### Purpose

Lead the Group Product Team to build a user centric product ecosystem, growing digital reach and engagement to underwrite the ABC's relevance in Australian lives.

### Key Accountabilities

#### 1. Product Strategy

- Lead the ABC strategic product strategy and roadmap development, review and validate regularly to ensure the product resources and investment create maximum value for the ABC.
- Set an aggressive strategy to reduce the number of ABC touch points to focus on a core set of products that can ensure we manage audience journeys effectively across the ABC product portfolio and focus resources on the Products that meet ABC Investing in Audiences goals.
- Keep abreast of new technology and emerging platforms to identify and realise opportunities through adoption of new technology.

#### 2. Digital Product Delivery and Innovation

- Develop outstanding audience experiences that constantly evolve and help the ABC remain relevant and connected to all Australians, whilst growing digital reach and engagement.
- Transform the current approach to Product Management, to build a mature product capability for the ABC using best practice methodology and agile development techniques, involving cross functional teams with ongoing audience testing.
- Develop customer experience strategies to support best practice audience benchmarking and testing through the full product lifecycle, including validation of product assumptions, and supporting product direction setting.
- Develop measurable missions, roadmaps and metrics for each product, and report regularly to the Product Forum and Leadership team on progress.

#### 3. Leadership, culture building and workforce management

- Lead and embed a culture of collaboration and high performance; create a common sense of purpose within the Group Product Team to deliver on a shared set of ABC, departmental and individual KPI's.
- Ensure through new ways of working and product coaching that prioritisation of outcomes and effective backlog management is in place.
- Identify key talent and develop the Group Product teams to ensure the Team is attracting and nurturing a diversity of Australians, representative of the audience and communities it serves.

#### 4. Stakeholder and Relationship Management

- Build and maintain strong relationships with stakeholders across Product & Content Technology, Content Teams, Audience, and Support teams, and external vendors and partners to ensure the ABC is attaining value-for-money and delivery against ABC strategy and pan ABC outcomes.





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- Manage relationships and partner with stakeholders through clear communication, keeping them engaged and informed. Working with them to develop strategies and outcomes across the product roadmaps, involving key product advisors from Content and Audiences teams in the strategic roadmap activity.
- Create an ecosystem of key strategic partners that will support the acceleration of our product portfolio enabling the ABC to stay current or lead the market.
- Work closely with the Technology Portfolio Office to support the prioritisation of technology investment and effective delivery aligned with ABC needs and the broader technology strategy.
- Working collaboratively with Head Product Engineering, support the development of strategies for platform and cloud/IP services that enable an audience driven outcomes and minimise technical debt.
- Lead the Product Forum to ensure its goals are achieved in terms of prioritisation, activity and sunseting of current products as agreed with key representatives.
- Leverage expertise and insights from Audience Research team to support Product decision making.

### 5. Financial Management

- Manage the Group Product budget to drive efficiencies including a sophisticated approach to prioritisation and evolving current practice.

### 6. P&CT Leadership Team and Governance

- Working as part of the Product & Content Technology leadership team, align disciplines and knowledge sharing across the group. Establish effective processes to ensure Product & Content Technology principles are understood, implemented and subject to ongoing review.
- All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors and other Officers.

## Leadership Profile

### We are ABC

We think whole of the ABC and work across divisions to get the best outcome, we inspire our teams to deliver and when we fail, we stop, assess, learn and move on.

### Straight Talking

We have brave conversations, provide and welcome honest feedback. We ask why, and we encourage our teams to do the same.

### People Focused

We aim to be the leader we want to work for and to build diverse and inclusive teams. We empower and support each other, act on good ideas and value creativity. We acknowledge success, struggles and guide our teams through challenges. We champion the wellbeing and safety of our people.

### Accountable

We set goals for ourselves, individuals and the team. We clear roadblocks and take responsibility as leaders to deliver results through innovation and new ways of working

### Open and Transparent

We share information, listen and explain decisions to each other. We delegate where possible to build trust in our teams and that our people will do the right thing.





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### Key Capabilities/Qualifications/Experience

1. Bachelor's degree, MBA or equivalent relevant experience.
2. Comprehensive understanding of the digital technology landscape, emerging technologies and proven success delivering digital products into the Australian market .
3. A strong understanding of best practice methodology for product development with experience leading and embedding Agile practices with proven success.
4. Successful track record of driving and delivering large scale change to achieve strategic outcomes across an organisation.
5. Well developed leadership skills including the ability to build a cohesive, high performing team culture, to motivate, evangelise and excite teams about the ABC's digital future.
6. High level communication and influencing skills – ability to prepare and present documentation, reports and strategies for any level of the organisation, including the ABC Board.
7. Demonstrated exceptional vendor management skills, with the ability to develop strategic relationships, utilise industry networks and drive value from contractual agreements.
8. Advanced interpersonal skills with the ability to establish credibility across client stakeholder groups; managing complex negotiations and facilitating strategic alignment of divergent views.
9. Financial and business acumen – ability to manage a large teams resources and budgets, to help deliver complex projects and evolving products.
10. An understanding of and commitment to the ABC's leadership principles, [aims, values and workplace policies](#).