POSITION DESCRIPTION – TEAM MEMBER

Position Title	Product Owner	Department	Engagement & Support
Location	Sydney	Direct/Indirect Reports	0-10
Reports to	Digital Products Team Leader	Date Revised	November 2021
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 6	**Job Evaluation No:**	HRC0051520

■ Position Summary

The Product Owner drives the Product Vision for digital products within our Product Portfolio and Digital Experience Platform (DXP), the flagship product of our Digital Transformation. They define and deliver a market leading experience for 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 Responsibilities

Key Responsibilities

- 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 design, surveys, competitor analysis and market research etc.
- 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 review 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
- Lead the dedicated product resources and work to the Engagement & Support digital product budget.
- Make strategic recommendations to Head of Marketing and Communications and Director of
- Engagement of Support on Product Strategy and necessary steps to bring out the best results for the organisation.

Position description
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authorized by: Janice Murphy, National Recruitment Manager
Date: May 2021

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- Lead the dedicated product resources and work to the Engagement & Support digital product budget.
- Ability to influence and guide a team of digital practicians 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.

■ Position Selection Criteria

Technical Competencies

- Strong product and project management skills and organisational abilities
- Knowledge of procedures used to demonstrate Value Proposition and ROI of the solution
- Solid 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

Qualifications/Licenses

- Minimum 3+ years experience within a product team as a product manager/owner or product designer.
- Extensive experience in a digital and mobile first environment
- Relevant digital media and / or marketing degree and/or tertiary qualifications
- Google Analytics certification

Behavioural Capabilities

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- **Personal effectiveness | Solving problems |** Demonstrated ability to identify situations or issues, consider options and develop solutions. Ability to communicate any problems, implement solutions and monitor appropriate actions.

- **Team effectiveness | Collaborating |** Demonstrated capability to work with others to reach common goals, sharing information, supporting and building positive and constructive relationships.
- **Team effectiveness | Managing change |** Demonstrated capability to adapt to, support and manage change in a positive way. Ability to work to overcome challenges arising from change and raise concerns 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.