

POSITION DESCRIPTION – **MANAGER**

Position Title	Senior Digital Products Manager	Department	Engagement & Support
Location	Sydney or Melbourne	Direct/Indirect Reports	4
Reports to	Head of Marketing and Communications	Date Revised	April 2019
Industrial Instrument	Choose an item.		
Job Grade	Job Grade 7		

■ Position Summary

The Senior Digital Products Manager is responsible for leading the digital product team to guide every steps of products' lifecycles by focusing on the product and its users first and foremost and in line with Red Cross' strategy and vision.

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.

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 Responsibilities

Key Responsibilities

Team Management:

- Work with the team to develop a yearly strategy for all ARC digital products and communicate it to the wider business
- Management of digital products and oversee the digital products team budgets
- Ability to coach, mentor, develop and guide a team of digital product managers and technical lead to achieve both financial and non-financial outcomes

- Utilise the Red Cross Performance Review & Development system to ensure that all staff have a development plan in place and that performance is regularly monitored
- Lead the team to ensure compliance with all Red Cross policies including WHS
- Collaborate effectively with the other MarComms, IT Managers and other Directorates to shape and deliver the broader vision for Red Cross' digital product suite
- Be the Subject Matter Expert in Product Development and Management and make strategic recommendations to Head of Marketing and Communications on Digital Products Strategy and necessary steps to bring out the best results for the business.

Digital Products Management:

- Oversight the delivery of Opportunity Canvas to key decision makers prioritise initiatives and backlogs in line with roadmaps and resource scheduling of the Digital Product team as well as IT, MarComms and product owners from fundraising team or other Directorates
- Advise on production of digital engagement products and services, ensuring Australian Red Cross invests in integrated and sustainable digital platforms and solutions
- Coach team members to:
 - Run the stand ups during digital product build phase
 - Champion the user and aligns the business goals (set by the product owner) to the user needs.
 - UX testing and research to inform a product roadmap and service a continuous improvement model
 - 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
 - Collate results and organise product performance analysis against KPIs, learning and recommendations
 - Oversee vendor management, including procurement process and contract negotiation
 - Work closely with Senior Digital Projects Manager and IT to align objectives, priorities and timelines.

■ Position Selection Criteria

- +5 years experience managing a team of product managers, and production budgets
- Strong project management skills and organisational abilities
- Strong experience managing tender processes with agencies, vendors and developers.
- Knowledge of procedures used to demonstrate Value Proposition and ROI of the solution
- 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

Qualifications/Licenses

- 9+ years' experience in a digital and mobile environment
- Relevant digital and / or marketing degree and/or tertiary qualifications and post graduate qualifications in digital
- Google Analytics certification
- Project Management qualifications/certification
- A Working with Children check is a mandatory requirement for this role

Behavioural Capabilities

- **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