POSITION DESCRIPTION – MANAGER

Position Title	Product Owner DXP (9 months)	Department	Engagement & Support
Location	Sydney, NSW	Direct/Indirect Reports	Up to 4
Reports to	Head of Marketing and Communications	Date Revised	Oct 2020
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 7	**Job Evaluation No:**	HRC0025435

■ Position Summary

The Product Owner DXP drives the Product Vision and champions the user experience across all the DXP streams. Working with the IT DXP Platform Owner and the Business stream Product Owners (e.g. ecommerce, volunteering, CMS, marketing automation), the Product Owner is responsible for all customer related DXP digital touchpoints for ARC. They gather business information across streams to inform roadmap prioritisation for the Steering Community and facilitate KPI reporting.

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 DXP roadmap that contributes to:

- Increase brand awareness, loyalty and positive public sentiment
- Increase the organisation's supporter base (prospects, volunteers, donors etc)
- Improve the quality of our customers experiences online
- 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

Product Owner

- Accountable for the DXP user experience and for aligning the business goals to the user needs
- Work closely with the Project Manager and 3rd party development teams to input all stakeholder requirements and business needs
- Provide Business requirements to Platform Owner to create the Product Backlog
- UX testing and research to inform a product roadmap for each DXP stream 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

Position description
Template authorised by: Janice Murphy, National Recruitment Manager
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- 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
- Update all DXP Stream Leads of the progress of the program and facilitate decision making with all DXP Stream Leads ahead of DXP Steering Committee
- Make strategic recommendations to Head of Marketing and Communications and Director of Engagement of Support on DXP Strategy and necessary steps to bring out the best results for the business

Team Management

- Manage of the dedicated DXP resources and oversee the DXP Engagement & Support digital budget
- Ability to coach, mentor, develop and guide a team of digital practicians to achieve strategic 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 and IT Managers to shape and deliver the broader vision for Red Cross' digital product suite
- 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 Head of Marketing and Communications, Digital Products Team Manager and Digital Marketing Team Manager 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 project management skills and organisational abilities
- 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
- Solid experience in the upkeep and use of website content management systems (CMS)
- Experience using tracking and tagging software, reporting and analytics packages

Qualifications/Licenses

- Extensive experience in a digital and mobile environment
- Relevant digital media and / or marketing degree and/or tertiary qualifications and post graduate qualifications in digital
- Google Adwords and Analytics certification

Behavioural Capabilities

- **Personal effectiveness | Solving problems |** Demonstrated ability to use data, knowledge and experience to identify problems potentially impacting teams or programs and proactively develop and implement effective solutions.

- **Team effectiveness | Collaborating |** Proven track record as an approachable leader, supporting and building positive and constructive relationships within teams. Valuing diversity and supporting cultural differences within teams.

- **Team effectiveness | Managing change |** Demonstrated capability to lead, support and manage change within teams. Understanding the impact on the team and taking ownership for implementation of change.

- **Organisational effectiveness | Thinking strategically |** Demonstrated understanding of key drivers of success within teams to enable achievement of organisational goals. Ability to think and plan goals in the long term as well as the present.

- **Organisational effectiveness | Innovating and improving |** Demonstrated capability to lead continuous improvement activities and encourage team members to identify ineffective processes and contribute to new ideas and ways of working.

■ 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