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| Position | **Digital Product Manager** |
| Reports to | **Digital Lead** |
| Work level | **3** |  |  |  |  |  |  |
| Team | **Be You Digital**  |
| Group | **Services** |
| Location | **Onsite at the Hub in Melbourne CBD or Hybrid** |
| Direct reports | **N/A** |
| 1. Purpose of the position and link to strategy
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| The Be You Digital Product Manager leads the development and implementation of Be You digital products with a focus across platforms and integrations (including website, CRM and platforms) and is responsible for the product lifecycle including ideation, requirements gathering, technology selection and project management. This role ensures a user-centric experience-led approach to digital product development, informed by user’s needs, insights, data, research and analysis, and the Be You Digital strategy.  |
| 1. Key accountabilities of position
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| * Support the development and implementation of the Be You Digital strategy and activity plan in alignment with the Beyond Blue Digital Strategy.
* Leads the development and implementation of digital products with a focus across platforms and integrations.
* Manage the digital product development priorities in line with the product roadmap and backlog.
* Analyse users’ needs/business requirements using interviews, workshops, consultations, online forums, research, data, and task and workflow analysis.
* Develop and communicate complex product requirements and briefing documents to internal and external stakeholders and suppliers.
* Develop and implement a quality assurance process for all product deliverables – making sure that any digital solution launched is fit for purpose, user-tested and of the highest quality standard.
* Demonstrate a culture of continuous improvement by using insights, data, research and analysis to optimise existing data solutions.
* Manage risks and issues and effectively communicate mitigation and escalate where appropriate.
* Ensure all digital products are aligned with Be You and Beyond Blue strategies, policies, technical standards, and procedures.
* Management of ‘post-delivery’ support, education, and training, both internal and external stakeholders and users.
* Ensure high level and organisation-wide dependencies and/or barriers to the implementation are identified and addressed.
* Ensure project management activities (including management of function budget) are implemented in accordance with Beyond Blue processes and systems and are in line with company policy and program governance.
* Provide high quality written documents including briefing notes, preparation of contracts and agreements, and project management documentation; provide input into the development of key reports, including Board reports, Beyond Blue external reporting and ad hoc reports as required.
* Proactively manage internal and external stakeholder relations and expectations relating to digital product and experience activities.
* Oversee the management of service providers and ensure standards and deliverables are met as per service agreements, and that their output ensures best practice and best value for Beyond Blue.
* Work collaboratively with all team members and other teams within Beyond Blue to achieve overall objectives.
* Be responsive to additional duties that may arise, as requested by the Be You Digital Lead.
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| 1. Key outcomes, or desired impact of role, linked to strategy
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| Area of impact* Understanding – users are provided with useful tools and information to perform their role and support the community.
* Supporting – the needs of the business are delivered in a seamless and enhanced experience.
* Integrity – we make a positive impact and reduce the burden with simplified processes and systems
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| 1. Core Capabilities
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| Of the eight capabilities listed in our capability framework, the following behaviours are critical for role success.* Communication
* Innovating mindset
* Community centricity
* Digital discovery
* Partnering
* Agility
* Critical Thinking
* Leading
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| 1. Specific Job Competencies
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| Education/qualifications* A tertiary qualification in digital media, digital technology, or related discipline

Experience* Demonstrated experience in digital product development and life-cycle management.
* Proven ability to deliver large, complex, and concurrent projects, potentially on multiple platforms.
* Excellent knowledge of user experience, customer experience, human-centred or user interface design.
* Willingness to commit to and work in line with the Beyond Blue Values.
* Experience with Qualtrics, Sitecore, Salesforce preferred.
* Experience working with data products preferred
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| 1. Values leadership and our culture at Beyond Blue
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| Beyond Blue ValuesWe all play a part and take responsibility for our impact on the culture at Beyond Blue, in line with our [Values](http://bbconnect.beyondblue.org.au/Pages/beyondblue-Values.aspx).Cultural competency Beyond Blue strives to maintain a culturally competent and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans. |