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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 | | | | | | | |
| 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 | | | | | | | |
| * 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. | | | | | | | |
| 1. Key outcomes, or desired impact of role, linked to strategy | | | | | | | |
| 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 | | | | | | | |
| 1. Core Capabilities | | | | | | | |
| Of the eight capabilities listed in our [capability framework](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/http:/bbconnect.beyondblue.org.au/bbConnectDocs/bbHRDocuments/Performance,%20planning%20and%20reflection/BB_Thrive_framework_final.pdf), the following behaviours are critical for role success.   * Communication * Innovating mindset * Community centricity * Digital discovery * Partnering * Agility * Critical Thinking * Leading | | | | | | | |
| 1. Specific Job Competencies | | | | | | | |
| 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 | | | | | | | |
| 1. Values leadership and our culture at Beyond Blue | | | | | | | |
| Beyond Blue Values  We 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. | | | | | | | |