

Position Description



Position title	Head of Product & Service Development		
Team/Group	Insights & Innovation Centre of Excellence		
Work level	4		
Position reporting to	Chief Experience Officer		
Employment Type	Full time		
Vision, mission and values		Beyond Blue’s vision is that all people in Australia achieve their best possible mental health. Our mission is to promote good mental health. We create change to protect everyone’s mental health and improve the lives of individuals, families and communities affected by anxiety, depression and suicide. Beyond Blues values are Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.	
About the Centre of Excellence		The Insights & Innovation Centre of Excellence (CoE) is being established to support Beyond Blue in its transformation to becoming community centric. The CoE will support the Lines of Business achieve their strategy with frameworks and tools to incubate and accelerate best-in-class products & services for the community, through agile and iterative design and its trial, through to launch and scale. The CoE will drive the move from a traditional ‘waterfall’ based approach to adopting agile ways of working at Beyond Blue, as part of its transformational change program.	
Position purpose		The Head of Product & Service Development plays a key leadership role within the business to deliver new and innovative internal and external facing products & services. The role is instrumental in taking a human-centred, insight-driven approach to innovation, incubation, delivery and optimisation of engaging omni-channel products and services that provide support, generate behaviour and attitudinal change, increase knowledge, and engage the community in action to achieve their best possible mental health.	
Role dimensions		Direct Reports	2-4
		Overall team	TBC
		Financial Delegation	As per the Delegations of Authority Policy
Key accountabilities		Strategic and operational management <ul style="list-style-type: none">• Lead a best practice products & service team.• Work in partnership with the CoE and the business to develop the Big Blue Door Strategy and roadmap	

	<ul style="list-style-type: none"> • In partnership with the Supports & Services and CX teams, oversee the implementation of the Beyond 2020 Product & Service Blueprint • Provide strategic leadership and advice to the CEO, Executive team, and across Beyond Blue as a whole on all community experience matters, which is guided by the best available evidence. <p>Product & Service Development at scale</p> <ul style="list-style-type: none"> • Lead the development of the Big Blue Door - a large innovative program of work with multiple concurrent streams of work including the transformation of the technology stack. • Support existing digital products and support services including all Beyond Blue websites and mobile Apps. • Understand and champion the CX/UX/UI service vision and guiding principles to deliver accessible, inclusive, seamless end-to-end omnichannel community experiences. • User Acceptance Testing and approval of the digital deliverables • Ensure analytics, research insights and feedback are used to identify opportunities for innovation and improvement across team activities. • Develop, monitor and report on accurate project and operational budgets. Report on progress of projects, being able to recognise barriers, and find effective solutions. <p>Transformation and change agenda</p> <ul style="list-style-type: none"> • Drive changes in work practices, by empowering Beyond Blue staff and partner organisations to deliver on a compelling and shared vision for community centricity. • Support the implementation of a new Beyond Blue operating model, which includes changes to organising structures, governance, processes and systems, culture, metrics, data and technology. • Lead product owners in the discovery, planning, designing, phasing, testing and delivery phases. • Coach and lead product owners in the ongoing improvement of product management skills such as lean and agile best practise. • Anticipate, interpret, and proactively respond to changes in community needs, trends and opportunities, and national policy directions. • Contribute to the development and implementation of Beyond Blue's overall strategy, policies and business plans and work to optimise cross-program alignment and whole of organisation effort so that we produce the best outcomes for the Australian community.
Key behaviours	Innovative, human-centred, exemplifies agile principles and flexible ways of working. Communicates openly and transparently. Builds relationships and partners with the whole organisation.

<p>Qualifications and key selection criteria</p>	<ul style="list-style-type: none"> • Bachelor's degree or an equivalent combination of education and experience • Minimum of 5 years of product & service leadership experience across multiple products and channels • Willingness to commit to and work in line with the Beyond Blue Values <p>Knowledge/skills/experience</p> <ul style="list-style-type: none"> • Demonstrated experience in the development and implementation of large-scale product, service and digital transformations. • Proven experience overseeing a dedicated or matrix team and managing product prioritisation, roadmap, and delivery of customer-facing functionality. • An uncompromising focus on user-centric design, applying CX/UI/UX • Deep expertise in operating in an Agile environment and embedding Agile practices. • Demonstrated experience working at senior level within an organisation with strong people leadership skills. • Demonstrated ability to maintain a balance between community needs, business and technology. • Highly developed analytical and conceptual skills including the ability to recognise emerging issues of importance and to prioritise. • Demonstrated ability to engage with employees and management at all levels of the organisation, and diverse stakeholders including Executive Leadership Team, Senior Leaders and other internal and external stakeholders in relation to the use of digital enablers. • Excellent vendor management skills. • Managing complexity – ability to make sense of the complex and fragmented ecosystem and can evaluate and prioritise ideas based on community needs. • Continuous improvement focused – feed in lessons learned to adopt and continually seek opportunities to test early to reduce risk. • Strategy – a strategic focus, inspire others with a sense of purpose and direction. Shows judgement, critical thinking and identifies innovative and community-centred opportunities and risks. • Personal Drive and Integrity – demonstrates professionalism, ethical practices, personal insight and resilience. • Excellent interpersonal skills – able to clearly communicate with a diverse range of people and be capable of creating clear and concise verbal and written communication. Has the ability to influence senior stakeholders. • Advanced computer skills in Word, Excel, PowerPoint, Outlook, SharePoint, Miro, Jira and Confluence. <p>Experience working within the not for profit, public health, community or government sectors would also be highly regarded.</p>
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Additional information		<p>Health, safety and wellbeing Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy</p> <p>Pre-existing injury The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment for staff.</p> <p>Equal opportunity Beyond Blue is an equal opportunity employer. All staff have a responsibility to be familiar with and adhere to the organisation's policies and procedures.</p> <p>Cultural competency Beyond Blue strives to maintain a culturally competent and inclusive workplace. All staff are expected to undergo regular cultural competence training as part of their professional development plans.</p> <p>Employment is subject to:</p> <ul style="list-style-type: none"> • A current Police Record Check • Proof of the right to work in Australia