

# Position Description



Position title		Product Manager	
Team/Group		Product & Service Development	
Work level		Level 3	
Position reporting to		Digital Lead	
Employment Type		Fixed-term	
Vision, mission and values		<p>Beyond Blue’s vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by:</p> <ol style="list-style-type: none"><li>1. Promoting mental health and wellbeing</li><li>2. Being a trusted source of information, advice and support</li><li>3. Working together to prevent suicide</li></ol> <p>Beyond Blue’s values are <b>Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.</b></p>	
Position purpose		<p>The Insights &amp; Innovation Centre of Excellence (CoE) is being established to support Beyond Blue in its transformation to becoming more community centric.</p> <p>The CoE will support the organisation and Lines of Business to achieve the strategy with frameworks and tools to incubate and accelerate best-in-class products &amp; services for the community, through agile and iterative design and its trial, through to launch and scale.</p> <p>The Product Manager is responsible for supporting the Digital Lead in the agile development, implementation, maintenance, optimisation, and evaluation of digital products within Beyond Blue. This role will operate across a range of portfolios including the Big Blue Door, existing and new products and services and work in Agile teams on projects to ensure digital products meet stakeholder requirements and form part of the BE2020 transformation.</p>	
Role dimensions		Direct Reports	Nil
		Overall team	Digital Team inside the Product & Service Development Unit
		Financial Delegation	Refer to delegations of authorities’ policy
Key accountabilities		<ul style="list-style-type: none"><li>• <b>Product Lifecycle Management:</b><ul style="list-style-type: none"><li>○ Deliver expert advice to inform and support existing and new digital product development &amp; strategy</li><li>○ Support Beyond Blue’s digital products including enhancements, new features and optimisation of websites and apps</li><li>○ Drive continuous improvement and quality assurance in product management through regular review of processes and procedures</li></ul></li></ul>	

	<p>and initiation of improvement and corrective actions and strategies, to minimise risk and enhance operations and output.</p> <ul style="list-style-type: none"> <li>○ Have a deep understanding of Beyond Blue's community experience, reflect Beyond Blues values and identify and fill digital product gaps and generate new ideas to improve the community experience and drive growth.</li> <li>○ Operationalise the digital product strategy and translate it into detailed requirements and roadmaps to ensure products are developed to meet community and business needs.</li> <li>○ Lead product development using an insight driven and agile approach</li> </ul> <ul style="list-style-type: none"> <li>● <b>Stakeholder Management:</b> <ul style="list-style-type: none"> <li>○ Lead and facilitate internal and external stakeholder engagement, consultation and negotiation on product development issues to ensure product suitability.</li> </ul> </li> <li>● <b>Project Management:</b> <ul style="list-style-type: none"> <li>○ Drive agile product development through effective project management.</li> <li>○ Working with key stakeholders' executives, and other product team members to ensure successful and timely implementation.</li> <li>○ Project manage Digital product design, lead and support project team members as allocated, and ultimately be responsible for product rollout, evaluation and design of quality course information.</li> <li>○ Place the community at the centre of all decision making.</li> </ul> </li> </ul>
<b>Core capabilities</b>	<ul style="list-style-type: none"> <li>● Understanding of Human-centred design and Designing thinking methodologies.</li> <li>● Development and management of product roadmaps and backlogs</li> <li>● Familiarity with User Experience Design principles</li> <li>● Understanding of Lean and Agile methodologies</li> <li>● Ability to drive, monitor and analyse behaviour change</li> <li>● Ability to engage diverse internal and external stakeholders</li> <li>● Familiarity with various CMS and other digital platforms</li> <li>● Ability to analyse data to identify trends, inform decision making and manage risk</li> <li>● Familiarity of working with digital products</li> <li>● Strong planning and coordinating skills</li> <li>● Solutions-focus and problem-solving skills</li> <li>● Ability to keep track of changing digital technologies and trends.</li> <li>● Ability to self-manage during change and ambiguity</li> </ul>
<b>Key behaviours</b>	<ul style="list-style-type: none"> <li>● We are community centric and focus on solving problems, listening and adjusting plans to deliver better outcomes for the community</li> <li>● We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work</li> <li>● We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources</li> </ul>

	<ul style="list-style-type: none"> <li>• We collaborate to provide solutions and options for feedback</li> <li>• We actively listen and communicate openly and transparently</li> <li>• We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions</li> <li>• We build relationships externally and partner with key external stakeholders for the benefit of the community</li> <li>• We adapt, flex and take an agile approach to plans to meet community need.</li> </ul>
<b>Qualifications and key selection criteria</b>	<ul style="list-style-type: none"> <li>• Appropriate Degree in Marketing, Business or Commerce, and appropriate vocational and or industrial experience</li> <li>• Experience in scoping, co-designing and delivering digital projects</li> <li>• Ability to enable technical knowledge and expertise to be maintained and continually improved to ensure on going product support and development in a fast-changing environment</li> <li>• Experience managing external and internal relationships and competing priorities</li> <li>• Ability to achieve multiple project objectives, relying on internal and external consultants given limited resources, meeting tight deadlines and resolving the complex problems</li> <li>• Technical product management</li> <li>• Jira experience</li> <li>• Agile project delivery experience</li> <li>• Ability to manage and prioritise 3 dependent but separate streams of work - from within the same scrum resource team</li> <li>• Ability to prioritise work and effort for the team and drive the team</li> <li>• Able to pick up requirements and a plan and get going</li> <li>• Vendor management / engagement</li> <li>• Stakeholder engagement - communities / services team</li> <li>• Procurement and product / vendor selection</li> <li>• Commercial acumen</li> <li>• <u>Scrum team leadership / Scrum master UX experience</u> Facilitate workshops with team / community - Retro's, sprint planning, showcase, feedback workshops</li> <li>• Ability to talk technical, and translate that to the team</li> </ul>

**Additional information**

**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.

**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.

**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.

**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.

**Employment is subject to:**

- A current Police Record Check
  - Proof of the right to work in Australia
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