Position Description

Beyond Blue

Position title	**Product Lead**
Team/Group	Product & Service Development
Work level	4
Position reporting to	Head of Product & Service Development
Employment Type	Full-time, Fixed-term (2 year contract)

Vision, mission and values	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: 1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide Beyond Blue's values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.**
Position purpose	The Insights & Innovation Centre of Excellence (CoE) is being established to support Beyond Blue in its transformation to becoming more community centric. 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 & services for the community, through agile and iterative design and its trial, through to launch and scale. The Product Innovation team is responsible for the product design and agile development, implementation, maintenance, optimisation, and evaluation of new digital products for the Big Blue Door transformation program. The Product Lead will manage the team who are responsible for the product development program of work as well as undertake the development of a new Big Blue Door product. This includes planning, implementing and evaluating all activities in accordance with the Centre of Excellence and Business Transformation group plan and budget, leading and mentoring team members and building digital capability across the broader group.

Role dimensions		
	Direct Reports	*2 x Product Managers*
	Overall team	*Product & Service Development Unit*
	Financial Delegation	*Refer to delegations of authorities' policy*

Key accountabilities	**Leadership & Team Management** o Provide thought leadership, support and oversight for the development of the Big Blue Door program

o Provide effective leadership to the product team and take appropriate action where team performance deviates from agreed tolerances.
o Provide strategic advice to the organisation in relation to the team's areas of expertise and responsibility, which is guided by the best available evidence.
o Work with the Head of Products and Services and the Chief Experience Officer to develop and deliver the annual group work plan within agreed budgets and timeframes, to stakeholder satisfaction.
o Manage a high performing team, including resource planning, developing staff work plans, professional development and biannual performance reviews.
o Provide timely, relevant and adaptable leadership and support to team members
o Be responsible for program governance such as writing reports, papers and presentations that represent and/or cover your teams work where required

New Product Design & Development

o Define the product vision strategy, roadmap, core positioning and messaging for the product
o Lead product development using an insight driven and agile approach
o Place the community at the centre of all decision making.
o Leadership within the Agile Squad on product vision, strategy and approach to ensure that the squad is aligned to deliver on outcomes
o Work with Research, Education and Learning team to develop a Performance Framework for the product and create KPIs
o Deliver expert advice to inform and support new and existing digital product development & strategy
o Support Beyond Blue's digital products (aligned to the specific new product development) and consider existing roadmaps for enhancements, new features and optimisation that will influence the new product development roadmap
o Drive continuous improvement and quality assurance in product management through corrective actions and strategies, to minimise risk and enhance operations and output.
o 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.
o Work closely with Community Experience team to for community engagement on co-design and user testing requirements
o Operationalise the digital product strategy and translate it into detailed requirements and roadmaps to ensure products are developed to meet community and business needs.

Product Delivery Oversight:

		o Drive agile product development by working with the project manager to drive effective delivery outcomes.
		o Working with key stakeholders' executives, squad members, lines of businesses and vendors to ensure successful and timely implementation.
		o Be accountable for defining key milestones and overseeing the team to deliver on agreed milestones
		Stakeholder Management:
		o Working with key stakeholders within the organisation and unpacking business requirements to inform product strategy and roadmap
		o Lead and facilitate internal and external stakeholder engagement, consultation and negotiation on product development issues to ensure product suitability.
		o Ongoing stakeholder relationship management to ensure they are engaged in the product development lifecycle
		o Present product showcases at different forums and stakeholder groups to keep them engaged in the journey
		Product Management Advocacy
		o Act as a leader within the organisation on the craft of Product Management and champion the methodology and approach
		o Drive capability uplift across the organisation by educating on Product Management approaches and outcomes (done through showcases, not specific training)
Core capabilities		- Understanding of Human-centred design/Design thinking methodologies and ability to lead co-design work and approach - Deep understanding of CMS and CRM technologies and general understanding of how different digital platforms work within the overall ecosystem Development and management of product roadmaps and backlogs - Expert and proven experience with User Experience Design principles - Understanding of Lean and Agile methodologies - Ability to drive, monitor and analyse behaviour change - Ability to engage diverse internal and external stakeholders - Ability to analyse data to identify trends, inform decision making and manage risk - Familiarity of working with digital products - Strong planning and coordinating skills - Solutions-focus and problem-solving skills - Ability to keep track of changing digital technologies and trends. - Ability to self-manage during change and ambiguity
Key behaviours		We are community centric and focus on solving problems, listening and adjusting plans to deliver better outcomes for the community

	• We bring ideas to the table that utilise community insight and our expertise to solve problems • We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work • We are able to balance driving value at the intersection of community, tech and business • We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources • We collaborate to provide solutions and options for feedback • We actively listen and communicate openly and transparently • We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions • We build relationships externally and partner with key external stakeholders for the benefit of the community • We adapt, flex and take an agile approach to plans to meet community need.
Qualifications and key selection criteria	**Education/qualifications** Appropriate Degree in Design, Marketing, Business or Commerce, and appropriate vocational and or industrial experience **Knowledge/skills/experience** • Digital Strategy – Excellent knowledge of principles and methods for leading digital transformations. • Digital development – Experience designing and developing a program of integrated digital products and solutions that meet customer needs, underpinned by data to drive personalisation and optimisation. • Digital innovation – Proven strategic/thought leadership with an understanding of major digital trends, legislative requirements and governance frameworks. • Customer and User Experience – Excellent knowledge and application of customer and user experience principles across digital touchpoints. • Professional Empathy – Full awareness of and capacity to anticipate the sensitive impact of our products and messages on the public. Orientation towards seeking advice. • Effective leadership and people management – Highly developed skills and experience in leading teams and developing, motivating and managing people. • Superior written and verbal skills – Able to clearly communicate with a diverse range of people and be capable of creating clear and concise written communication. • Superior relationship management – Extensive experience in dealing with stakeholders from a range of backgrounds, in particular senior level executives from corporate and government sectors. • Governance – Knowledge of the policies, systems and processes to support and manage any risk to the organisation.

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