Position Description

Beyond Blue

Position title	Product Manager – Coronavirus Mental Wellbeing Support Service (CMWSS)
Team/Group	Product & Service Development
Work level	Level 3
Position reporting to	Product Lead
Employment Type	Full-time, Fixed term 12 months

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 Beyond 2020 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 Manager supports the Product Lead in the product design and agile development, implementation, maintenance, optimisation, and evaluation of new digital products for the Big Blue Door transformation. This role will work in Agile teams ensure digital products meet stakeholder requirements and form part of the Beyond 2020 transformation.

This role will work in partnership with the CMWSS Project Manager, Head of Service Innovation and Head of Support Services to create and implement a clear Product Strategy aligned with the Service and Marketing Plans for the Coronavirus Mental Health Wellbeing Support Service which will help inform the different streams of work (marketing, content, digital, data etc) and meet the community needs.

Role dimensions		Direct Reports	*Nil*
		Overall team	*Product Team inside the Product & Service Development Unit*
		Financial Delegation	*Refer to delegations of authorities' policy*

Key accountabilities		**Product Design & Development**

- Define the product vision strategy, roadmap, core positioning and messaging for the product
- Lead product development using an insight driven and agile approach
- Place the community at the centre of all decision making.
- Leadership within the Agile Squad on product vision, strategy and approach to ensure that the squad is aligned to deliver on outcomes
- Work with Research, Education and Learning team to develop a Performance Framework for the product and create KPIs
- Deliver expert advice to inform and support new and existing digital product development & strategy
- 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
- Drive continuous improvement and quality assurance in product management through corrective actions and strategies, to minimise risk and enhance operations and output.
- 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.
- Work closely with Community Experience team to for community engagement on co-design and user testing requirements
- 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

- Drive agile product development by working with the CMWSS Project Manager to drive effective delivery outcomes.
- Working with key stakeholders' executives, squad members, lines of businesses and vendors to ensure successful and timely implementation.
- Be accountable for defining key milestones and overseeing the team to deliver on agreed milestones
- Work with the CMWSS Project Manager to realise emerging opportunities such as the support of overseas Australians and the CALD communities in Sydney
- Work closely with the Head of Support Services and Head of Service Innovation to develop an aligned Product vision, roadmap and to collaboratively come together on major product decisions

Stakeholder Management

- Working with key stakeholders within the organisation and unpacking business requirements to inform product strategy and roadmap.
- Lead and facilitate internal and external stakeholder engagement, consultation and negotiation on product development issues to ensure product suitability.
- 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 and Designing thinking methodologies.
		• Deep understanding of digital technologies (such as CRM, CMS) and general understanding of how different digital platforms work within the overall ecosystem Development and management of product roadmaps and backlogs
		• Familiarity 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		1. Appropriate Degree in Design, Marketing, Business or Commerce, and appropriate vocational and or industrial experience
		2. Experience in product design and development including but not limited to scoping, co-designing and delivering digital projects
		3. 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
		4. Experience managing external and internal relationships and competing priorities

	5. Ability to achieve multiple project objectives, relying on internal and external consultants given limited resources, meeting tight deadlines and resolving the complex problems

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