

Position Description



Position title	Product Manager – Peer to Peer	
Team/Group	Product & Service Development	
Work level	Level 3	
Position reporting to	Product Lead	
Employment Type	Full-time, Fixed-term (12 months maternity leave cover)	
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"> 1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide <p>Beyond Blue’s values are Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.</p>	
Position purpose	<p>The Insights & Innovation Centre of Excellence (CoE) is being established to support Beyond Blue in its transformation to becoming more community centric and to deliver on the Big Blue Door vision.</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 & services for the community, through agile and iterative design and its trial, through to launch and scale.</p> <p>This role will work in a team of Product Managers and be responsible for leading community engagements and research, articulating problems and opportunities identified through research, product design and agile development, community co-design, implementation, maintenance and optimisation.</p> <p>The Peer to Peer product manager will work with a multidisciplinary Agile team to ensure the successful implementation of the new forums platform launch to market (March 22) and drive a continuous improvement and development of the product(s). The role should also be comfortable in a transformation environment and able to self-manage during change and ambiguity.</p>	
Role dimensions	Direct Reports	<i>Nil</i>
	Overall team	<i>Product Innovation Team inside the Product & Service Development Unit</i>
	Financial Delegation	<i>Refer to delegations of authorities’ policy</i>
Key accountabilities	<ul style="list-style-type: none"> • New Product Design & Development <ul style="list-style-type: none"> ○ Conduct/lead community research and understand community needs and opportunities, conduct market assessment and sector analysis 	

	<ul style="list-style-type: none"> ○ Define the vision and strategy for Beyond Blues new products and services, including roadmaps, core positioning and messaging ○ Lead and communicate the product vision, strategy and approach across the business, agile delivery squads and community members to ensure alignment on outcomes ○ Lead product development using an insight driven and agile approach ○ Articulate community needs, behaviour change and sector collaboration opportunities ○ Place the community at the centre of all decision making. ○ Work with Research, Education and Learning team to develop a Performance Framework for the product and create KPIs <ul style="list-style-type: none"> ● Stakeholder Management: <ul style="list-style-type: none"> ○ 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 ○ Present product showcases at different forums and stakeholder groups to keep them engaged in the journey <p>Product Management Advocacy</p> <ul style="list-style-type: none"> ○ Drive capability uplift across the organisation by educating on Product Management approaches and outcomes (done through showcases, not specific training)
Core capabilities	<ul style="list-style-type: none"> ● Deep understanding of Human-centred design and Designing thinking methodologies. ● Deep understanding of digital technologies (such as Personalisation, CRM, CMS) and general understanding of how different digital platforms work within the overall ecosystem Development and management of product roadmaps and backlogs ● Deep understanding in product design, development and delivery ● 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

<p>Key behaviours</p>	<ul style="list-style-type: none"> • 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.
<p>Qualifications and key selection criteria</p>	<ol style="list-style-type: none"> 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
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