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| **ROLE Title:** | **Digital product Manager** | **DAte: Jan ‘24** |
| **GRADE:**  | D | **BUSINESS AREA: Digital Product & Technology** |
| **Reports to:** | **Senior Product manager or Director of Product** |  |  |
| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role purpose**:The purpose of the Digtial Product Manager is to ensure that the activities within a given squad achieve an agreed set of business and customer outcomes. This role combines the full range of ‘product owner’ responsibilities within an agile squad with business/ stakeholder communication and collaboration. **Role Dimension****Financial*** You will work within a broader team accountable for the delivery of agreed digital KPIs, and business and customer outcomes.

**Non-Financial*** You will contribute towards the evolution of RAC’s digital strategy and transformation.
* Hybrid working: a minimum of two days a week in our Bristol (Bradley Stoke) office or Birmingham (Bescot). You may be required to travel to other RAC sites.

**Reports to: Senior Product Manager/ Product Director****Relationships*** Intense Day to day collaboration with the product designer, analyst and engineering team within a squad.
* Collaborate and knowledge share with peers in Digital Product and Technology.
* Foster strong collaborative partnerships with key business and compliance/ regulatory teams.
 | * Own the roadmap for your squad evaluating and prioritising multiple opportunities in collaboration with business stakeholders in order to achieve agreed outcomes as efficiently as possible.
* Use product discovery in partnership with product design, engineering, business and regulatory teams to ensure we build the right thing in the right way to achieve those outcomes.
* Develop detailed requirements with the engineering team, agreeing key details where necessary with stakeholders across the RAC.
* Take the product owner responsibility in all agile rituals: including stand ups, refinement, sprint planning and sprint reviews.
* See all items on the roadmap through to delivery – ensuring that the right trade offs are made along the way and discussed/ communicated with key stakeholders.
* Post launch communication and evaluation of all activity against our objectives, and optimisation based on usage and insight.
* Communicate and collaborate with key stakeholders across the RAC to leverage the expertise within the organisation and ensure alignment between business and product strategies.
* Stay abreast of key trends in digital and keep ahead of the industry and what our competitors are doing.
* Regularly review your roadmap and plans in light of changing business priorities and experience of recent activity.
 | * Understand the product owner role within agile development – and how best to contribute to the squad’s success throughout the product lifecycle.
* Sufficient understanding of software development processes and design principles to be able to communicate and collaborate effectively with technical team; and to assess the implications of technical decisions on the user experience.
* Understand how to combine data, user testing, and other research and insights in order to understand customer needs and business opportunities, and decide how they can best be fulfilled.
* Understanding of good practice in UX and UI design – and ability to work constructively and collaboratively with product designers.
* How best to measure product effectiveness: fluency in navigating through product analytics and understanding of best practice in A/B testing.
* Effective verbal and written communication: able to convey ideas and technical content to different stakeholders, from engineers to senior executives.
* Understanding of the regulatory environment that the RAC operates in and the key checks and balances that are required in the product development process to ensure we remain compliant.
 | **Capabilities / Strengths:*** Building Relationships (level 3)
* Achievement Drive (level 3)
* Customer Focus (level 3)
* Commercial Awareness (level 3)
* Interpersonal & influencing skills (level 3)
* Judgement and decision making (level 3)
* Specialist knowledge (level 3)
* Team Working (level 3)

Need to exhibit behaviours consistent with RAC HERO values:* **H**andle it Together
* **E**xceptional Service
* **R**aise The Bar
* **O**wn It
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