|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |