

Position Details

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| Title | Product Manager | Team | Digital & Consumer |
| Reports To | GM Digital & Customer | Direct Reports | Product Owner (2) |

Company Mission: To build a digital platform for Australian Agriculture where the community can trade, share and collaborate.

Role Purpose

Reporting to the General Manager of Digital and Customer, this is an exciting new opportunity for an experienced Product Owner to join our team and lead our ongoing platform development.

Taking full responsibility for the success of the product you will own a suite of digital products, capturing and managing our customers journeys, from strategy and initial ideas, through to implementation, support, to continuous improvement. This includes planning and execution regardless of external circumstances.

The role will work across several major digital initiatives including apps, websites and sales pipeline systems and backend transformation. This is a rewarding role that can make a major difference to our digital services and to deliver an outstanding outcome for our customers – expect to innovate and be challenged. Leading two product managers this is a key role in the business.

The role

- Strong communication, collaboration and influencing skills and stakeholder management with internal partners and external customers.
- Maintain the product backlog and iteration planning
- Participate in all agile ceremonies.
- Strong understanding of customer’s needs
- Lead the change management process
- Develop and execute a Product Roadmap using the latest design approaches, technologies, and agile processes
- Define and develop product requirements and roadmaps to build alignment across product teams, functional teams (Marketing, Sales, Operations).
- Write the backlog of stories and run the process of managing the delivery of these with the team
- Define roadmaps creating epics and user stories that meet the Business goals and Customer needs
- Ensure User Stories are ready for development work including clear and measurable acceptance criteria
- Iterate products to meet consumer needs by collecting and analysing feedback and translating it into do-able, defined product plans.
- Ensure products and releases are launched with quality
- Creation of all documentation and materials
- Lead and develop product owners to ensure ongoing product development and implementation.

In addition, the Employer may reasonably ask the employee to complete additional tasks not listed within the position description.

The purpose of the position description is to provide a clear understanding of duties, responsibilities, and expectations the Company has of an employee employed in the position of Product Owner. The Company acknowledges that the role may evolve to include other tasks in addition to those listed due to reasons such as competitive advantage, structural changes, growth, and realignment of positions with Company vision and goals and others as identified at the discretion of the Company.

Travel regionally, intrastate and interstate, may be required within this position.

Key Responsibilities

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| 1 | Define the product vision <ul style="list-style-type: none"> The Product Manager is the point person on the product development team, using their high-level perspective to define goals and create a vision for development projects. Responsible for communicating with stakeholders across the board, including customers, business managers, and the development team to make sure the goals are clear and the vision is aligned with business objectives. The is also responsible for the product roadmap. |
| 2 | Managing the ongoing product backlog <ul style="list-style-type: none"> Responsible for the product backlog including the creation of backlog items and prioritisation Assess value, develop cases, and prioritize stories, epics, and themes to ensure work aligns with product strategy Actively mitigate roadblocks impacting successful team completion of release/sprint goals |
| 3 | Feature release <ul style="list-style-type: none"> Lead the product-release plans and set expectations for delivery of new functionalities Serve as the product ambassador internally and externally, sharing knowledge and answering questions related to the product |
| 4 | People Leadership & Management <ul style="list-style-type: none"> Provide clear and concise management communication to your product owners to enable their successful performance in role. Set-up regular and consistent calendarized meetings with your team members to actively understand, manage, support and assist their workloads, challenges and set clear expectations. Set-up regular and consistent meetings with your team member/s to discuss performance within their role. Manage performance in accordance with the Company's vision and strategy, including completion of OKR's with team members. Ensure timely completion of the teams OKR's as per timeframe provided by management. Manage team workload and coverage through efficient planning, particularly but not limited to leave planning. Ensure communication is cascaded on an as need to know basis with your team to ensure alignment with Company changes, strategy and goals. Provide training and coaching of team members within their roles. Ensure timely management of poor performance. Ensure team are demonstrating behaviours and attitudes aligned with the Company Values. Manage the employee lifecycle from recruitment to offboarding in collaboration with relevant departments, i.e. People & Culture/HR department. |

| Key Relationships | | |
|-----------------------|-------------------|--|
| Type | Internal/External | Nature of relationship |
| Customers / Suppliers | External | Build positive relationships with customers and suppliers. |
| Internal customers | Internal | Operations & Development teams – providing feedback and information to further enhance, improve and develop strategies and product to meet customer needs. |
| Direct manager | Internal | Respond to information requests in a timely and accurate manner Communicate on progress, concerns and insights |

| Skills and Behavioural Requirements |
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| Requirements <ul style="list-style-type: none"> Experience with digital and mobile technologies. Strong understanding of digital customer experience, usability, device and interface conventions, as well as web standards. Demonstrated ability with digital marketing technology, content management systems, and web analytics. Excellent people skills. Experience with digital UX. Understanding of change management processes Solid understanding of product management & Experience in full digital product lifecycle management Executing in an Agile framework 5+ years in a product or similar role Excellent verbal and written communication and proven quality stakeholder engagement skills |

- Strong attention to detail and ability to interact with a diverse group, executives, managers and subject matter experts
- A current product owner certification, CSPO or equivalent Stakeholders & Relationships
- Experience in leading a team

I have read and understand the requirements of the position and understand that the position may evolve over time to ensure alignment to Company vision, strategy, and goals.

Print: _____

Sign: _____

Date: _____