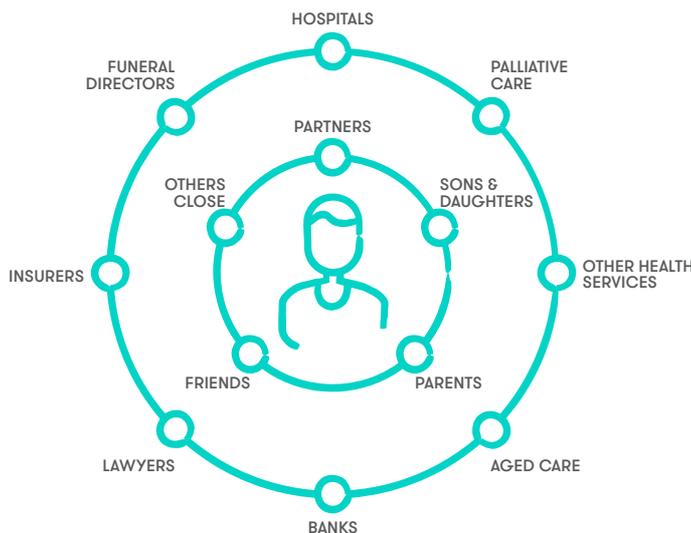# lifeCircle

LifeCircle Australia
Product Manager Position description
May 2019

Background

In Phase 1 (2016-2018) LifeCircle co-designed solutions to change the way people experience the last stages of life. This work has been delivered as a Minimal Viable Product (MVP) at www.lifecircle.org.au, as well as the 'Conversations' MVP for Residential Aged Care. Key learnings from Phase 1 drive & inform LifeCircle's Phase 2 partnerships (2020-2022).

Throughout Phase1, LifeCircle's focus has been on 'caring for those caring', whether they are informal carers, i.e. friends and family, or formal carers, such as teams working in residential aged care contexts. This will continue in Phase 2.

*Designing for the 'circles of care'
around those who are dying*

The LifeCircle approach

LifeCircle's strategy is to build capacity, both within society generally and within the specific industry sectors that intersect with end of life, to change the way people experience the last stages of life in Australia.

To achieve this, we aim to strengthen the '*circles of care*' around people who are dying. This practical approach helps those closest - the inner circle - such as partners, parents, sons, daughters, gain the courage and confidence to make better decisions around caring. To strengthen the outer circle, we partner with organisations that people in the inner circle go to for help, building the organisation's capacity and extending its capability to assist.

With strong circles of care in place, people can become better prepared and supported, more open and more resilient when those they are caring for are reaching the last stages of their lives. As a result, those caring can gain more choice and control over the decisions that need to be made. This can help carers make the most of the remaining time with their dying loved ones, and be better prepared to help them 'die well'.

Our solutions are designed and delivered through shared value partnerships, using human-centred design, agile test and learn methodology and technology-enabled delivery. Together with our shared value and philanthropic partners, we are changing the national agenda around death and dying in Australia.

Our short video, here, provides a good overview. Life Circle Corporate Explainer_Final

Product Manager Role

We are now entering Phase 2 (FY20-22) with shared value partners Bupa, Westpac, and Opal Aged Care, and philanthropic partners The Snow Foundation and the Wicking Trust. Phase 2 is focussed on the scaled delivery of our solutions, building a trusted and recognisable brand (the Beyond Blue' for the last stages of life) and establishing a sustainable revenue base for the business via a subscription models to industry.

We are looking for a Product Manager who is responsible for day to day product management and future product development of the lifeCircle product suite - both digital and experiential.

Working with human centred design, and agile delivery methods, the product manager will be a passionate advocate for their product internally and externally and will work to improve customer experience end-to-end and be able to articulate why this is important and the difference it makes with both data and customer stories.

This is a career-defining role for the right candidate, providing the opportunity to work on a life changing product, with the ability to shape an industry, with influence and autonomy. It will suit a candidate who is looking for a meaningful Product role within a lean social enterprise focussed on becoming the 'Beyond Blue' equivalent for the last stages of life.

A successful and enterprising approach to this role may lead to a future leadership role within the organisation.

Responsibilities:

- Understanding and sharing the customer journey to help make customer centred decisions across the business
- Having input into the product Strategy for lifeCircle
- Designing and executing customer tests to evaluate and 'prove' product hypothesis and articulating why a certain course of action should or should not be taken
- Creating and revising a Product Roadmap that delivers on the company's goals
- Working closely with the CEO to devise and deliver a subscription model to support the viability of the product
- Preparing and prioritising user stories for features that are of value to the customers and the organisation

- Design GTM plans and work with various internal and external teams to launch product(s) to market
- Providing support to the rest of the team about a product management process that is appropriate for the organisation as a lean social enterprise

Professional knowledge and experience

- Knowledge of product management practices and demonstrated success applying principles of product management to successfully bring the right products to market
- Practical experience with lean, design thinking and agile methods to uncover user needs
- Demonstrated experience managing vendors, negotiating contracts
- Experience developing successful online and/or mobile products from concept to revenue generation
- Knowledge and experience of end-to-end product development and marketing
- Sector experience health, health insurance and/or aged care is an advantage

Technical Skills

- Strong relationship management skills with the ability to engage stakeholders and solve problems in a dynamic environment
- Demonstrated understanding of customers and trends relevant to the product
- Skilled in research methods that enable assessment of competitive markets and vendors
- Highly developed organisational skills with the ability to plan, co ordinate and deliver on multiple tasks in the time requested
- Highly effective verbal communications and interpersonal skills with the ability to present credibly, concisely and effectively at senior and technical levels
- Demonstrate experience and a strong technical aptitude to manage technical development and easily communicate product updates to non-technical teams
- Demonstrated analytical skills to enable you to generate insights, identify new business opportunities and provide advice on how to optimise these opportunities
- Creative problem solving skills to enable you to envision options and develop solutions

Behavioural Skill Set

- High EQ
- Practical and communication rich approach to solving business issues
- Proven track record in owning outcomes and driving delivery
- Proactive and friendly
- Proven ability to manage multiple tasks at the same time
- Track record of being comfortable in different workplace environments
- Collaborative and innovative
- Agility to respond

The Product Manager will work closely with the CEO, Project Manager and Strategic Partnerships Manager, and report directly to the CEO and Board.

The position will commence from July 1, 2019 and will be based at LifeCircle's head office at We Work, 333 George Street Sydney. Remuneration commensurate with experience.

To apply please send a cover letter and resume to maria@lifecircle.org.au