

| Key Position Information   |   |   |                                | Job Family:   | Job Number: |
|--|---|---|--------------------------------|---|-------------|
| <b>Job Title</b><br>Product Manager  | <b>Position Reports To</b><br>Head of Experience Design | <b>Group</b><br>Marketing                         | <b>Department</b><br>Marketing | <b>Team</b><br>Experience Design                      |             |
| <b>Location</b><br>Burwood East, Victoria  |   | <b>Frequency of Travel</b><br>Rare (Less than 5%) |                                | <b>Travel Locations</b><br>Domestic and International |             |
| <p><b>Purpose:</b><br/>The Product Manager is responsible for driving customer value, and business value through ownership of new and existing products from early stage research, problem framing and ideation, through to implementation, performance monitoring and iteration, in the pursuit of key experience and commercial outcomes. The role works closely with senior leaders from across the organisation to define the vision and long-term strategic direction for the product and oversees the product development pipeline.</p>  |   |   |                                |   |             |
| Key Accountability Areas   |   |   |                                |   |             |
| <p><b>Product Vision, Strategy and Planning</b></p> <ul style="list-style-type: none"> <li>• Articulate a clear product strategy which is grounded in customer insight and is aligned to the organisation’s strategic intent and objectives</li> <li>• Intimately understand customer problems and champion their ‘why’, to design and build features they love</li> <li>• Set pricing and product level objectives appropriate to the product’s role in the portfolio strategy</li> <li>• Collaborate across the organisation to develop and manage the product roadmap with strong stakeholder buy in</li> </ul>   |   |   |                                |   |             |
| <p><b>Product Delivery and GTM</b></p> <ul style="list-style-type: none"> <li>• Partner with Field Impact, Finance, Technology and Channel partners to ensure full field-to-market feasibility and viability of products and experiences</li> <li>• Establish a clear set of metrics for success across user, quality, revenue and profit, and partner with the analytics team to develop a robust reporting suite to effectively monitor product health</li> <li>• Drive the delivery schedule and partner closely with technology and delivery teams to ensure blockages are removed and problems solved</li> <li>• Ensure rigorous testing is conducted to mitigate risks and maximise outcomes</li> <li>• Partner with Impact Fulfilment to build an efficient content pipeline to feed the user experience</li> <li>• Collaborate with Marketing and Channel teams to develop go-to-market plans, and ensure they are well supported with tools and training</li> </ul> |   |   |                                |   |             |
| <p><b>Product Performance</b></p> <ul style="list-style-type: none"> <li>• Work closely with Design, Data &amp; Analytics and Digital Delivery to drive supporter / donor engagement and feature adoption</li> <li>• Monitor product releases and pricing, and optimise as required to achieve product-market fit</li> <li>• Ensure the product remains operationally sustainable and continues to meet the needs of WVA Field strategy and business objectives</li> <li>• Regularly communicate performance outcomes</li> <li>• Monitor and manage product level compliance with policy and industry regulations</li> </ul>   |   |   |                                |   |             |

| Qualifications  |  | Experience and Knowledge  |  |
|---|--|---|--|
| <ul style="list-style-type: none"> <li>• Tertiary qualifications in Marketing or Business</li> <li>• 5+ years of experience in product management</li> </ul>  |  | <ul style="list-style-type: none"> <li>• Strong experience delivering technology powered products, preferably in enterprise or complex operating environments and within an Agile framework</li> <li>• A deep understanding of design thinking and performance analytics</li> <li>• Ability to break down complex problems, deliver tangible business outcomes and manage changing priorities</li> <li>• A strong track record of delivering on customer experience and commercial outcomes</li> </ul>  |  |
| Core Competencies   |  | Job Competencies / Skills   |  |
| <ul style="list-style-type: none"> <li>• <b>Be Safe and Resilient</b> - I take care of my personal well-being and support others to do the same.</li> <li>• <b>Build Relationships</b> - I treat others with empathy and respect so that trust grows, and we can speak the truth with love.</li> <li>• <b>Deliver Results</b> - I focus on and help achieve the things that matter most, with clear evidence of my contribution</li> <li>• <b>Innovate and Improve</b> - I seek and discover new and better ways of doing things, solve problems and turn ideas into action.</li> </ul> |  | <ul style="list-style-type: none"> <li>• <b>Learn and Develop</b> - I create opportunities for myself and others to grow, strengthen competence and improve performance.</li> <li>• <b>Partner and Collaborate</b> - I engage and influence networks of people beyond my role to make a bigger difference than we could alone.</li> <li>• <b>Be Accountable</b> - I exercise wise stewardship, showing sound judgment and integrity in the decisions and choices I make.</li> <li>• <b>Embrace Change</b> - I approach change and the opportunities it offers with openness and courage, and I encourage others to do the same</li> </ul> |  |
|   |  | <ul style="list-style-type: none"> <li>• Product discovery including strong research and synthesis skills</li> <li>• Problem framing and opportunity assessment</li> <li>• Digital service prototyping and experimentation</li> <li>• Strong stakeholder communication and visual storytelling</li> <li>• Strong project management and a bias for action</li> </ul>  |  |