endeavour group

Position Title: Associate Product Manager			
Department	Endeavour Drinks	Functional Group	Retail
Reports To	General Manager, Data Led Transformation	# Direct Reports	TBC, squad leadership role
Location	Flexible	Date	4th February 2022

Position Purpose Statement: Why does my role exist?

Endeavour Group has a strategy to transform our business utilising data, advanced analytics and technology to automate and optimise critical parts of our processes and decision making. We have a desire to be a customer and data led organisation and have recently set up a new function to ideate, develop the strategy for and execute a roadmap for this exciting area. As a tribe we have a mission to 'power infinite possibilities by unlocking value with data smarts' - but we're early in our journey and need you to help us deliver on this mission.

Our key principles as a tribe are to:

- Blend human empathy and AI to make better decisions across our businesses
- Automate the day-to-day to free up our team to imagine and build our future
- Drive efficiency and increases revenue, accelerating our social platform ambitions
- Embrace agile, collaborative ways of working - to deliver value quickly & boost engagement

The associate product manager will deliver new data products to bring these principles to life into all parts of our business including merchandising, operations and support functions across retail and hotels. Working in conjunction with our data science, analytics and technology teams plus external supporters you will develop the roadmap for your product and lead a squad (or number of squads) to deliver the roadmap.

This role will operate at both an operational and strategic level to:

- Develop the roadmap for a particular product supporting one of our key functions
- Partner with your delivery lead and our chapter leads to build and develop a cross functional squad
- Deliver the roadmap using agile methodology in partnership with business stakeholders
- Deliver products to internal customers to reduce costs and increase revenue or margin.

Where does my role fit?:

Data led transformation is a new tribe within our strategy and transformation team. We are currently a small team but with ambitions & plans to grow significantly over the next 12-18 months.

This role, alongside a number of other product manager roles is a key leadership role within the new tribe. The role will collaborate with diverse teams and leaders across the business including other tribes and squads within data-led transformation & EndeavourX, our merchandising teams, operations teams and support functions.

You will also play a key role in supporting development and roll out of the data-led transformation strategy and driving a cultural change towards agile ways of working and becoming a data-led business.

Career development and capability development from a product management perspective will be provided through our Head of Agile & Product Practice in Endeavour X.

Key Responsibilities: What am I accountable to deliver?

- Maintains the product roadmap to drive the development of new applications, features, and functionality.
  - Can engage stakeholders outside of the Squad and/or Tribe and align communications on product progress.
  - Can deliver on an established and prioritized list of epics, break it down in stories, create Internal documentation and Product collateral.
  - Ensuring that backlog items are "ready" for a team to deliver.
  - Defining milestones and ensuring delivery to plan.
- Maximises the value of the work done by:
  - Identifying the value of each epic to ensure that the right value is being delivered at the right time.
  - Ordering the squad backlog to maximise the value of the squads output.
  - Achieving performance OKRs
- Proactively support others on the Squad when team members need help.
- Decides whether the work the squad has delivered is ready for release.
  - Works with the squad to define criteria for work to be released.
  - Accountable for the quality of the squad's released work.
- Manages prioritisation and trade-offs among conflicting business priorities.
- Applies and enables Agile/Lean principles, frameworks and mindset as a fundamental way of operating within the Squad. Monitors Squad burndown velocity and promotes predictable outcomes.
- Contributes to defining the product strategy and building out roadmap horizons
- Takes into consideration the context of the competition, customer, vision, and tribal purpose / mission when making decisions
- Conducts customer / stakeholder research and provides relevant inputs and insights.
- Ensures the business and technical components of the solution collectively provide the outcome for the customer and meet business goals

Which businesses am I supporting?

- Our initial use cases span merchandising and operations areas supporting Dan Murphys and BWS. Over time the scope of the team will grow to support hotels and other support areas such as P&C and finance.
- To achieve this role will need strong collaboration with cross functional teams across Endeavour, in particular technology and analytics teams.
- A degree of flexibility will be required in this role as we build and maintain the roadmap. However, our initial use case will be automated promotions for Dan Murphys and BWS.

What knowledge and experiential requirements do I need to be successful?

- 3+ years experience working in a digital or retail business
- Customer first mindset
- Independent thinking, and not being afraid to suggest new ideas.
- Experience working in an agile organisation or with cross functional teams
- Ability to build collaborative relationships with a diverse range of stakeholders
- Innovative thinking and demonstrated problem-solving skills.
- Driven by delivery, delivering on time and to high standards
- Data driven but able to make judgement calls when necessary
- Comfortable with managing multiple tasks at once