

Position Title: Senior Data Product Manager - Data Led Transformation

Department	Endeavour Drinks	Functional Group	Retail
Reports To	General Manager, Data Led Transformation	# Direct Reports	TBC, squad leadership role
Location	Flexible	Date	7th January 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 increase revenue, accelerating our social platform ambitions
- Embrace agile, collaborative ways of working - to deliver value quickly & boost engagement

The senior data 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 driving 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?

Product Ownership

- Works with the GM data transformation to develop the strategy for the tribe and the products owned.
- Develops and maintains the product roadmap to drive the development of new features, and functionality.
- Responsible for ongoing health of the squad, ensuring that it is set up to deliver end-to-end outcomes, providing coaching & feedback, ensuring resources are planned effectively and are fully utilised.
- Ensures that the squad has engaged with business stakeholders (internal customers) insights and feedback during the delivery of their work. A clear link between insights and action development should be visible.
- Responsible for maximising the value of the work done by:
 - Ensuring the squad backlog is clearly expressed and visible, transparent and clear to all.
 - Ensuring that backlog items are “ready” for a team to deliver.
 - Defining milestones and ensuring delivery to plan
 - 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 revenue and CODB performance OKRs
- Works with other product managers to ensure that their squad backlog is prioritised appropriately to meet cross team dependencies.
- Works closely with the squad to remove impediments and “roadblocks” for the squad.
- Decides whether the work the squad has delivered is ready for release, works with the squad to define criteria for work to be released and is accountable for the quality of the squad’s released work.
- Where necessary, leads vendor selections as part of the decision to build or buy product solutions.

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 first use case is automated promotions planning.

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

- 7+ years experience working in a retail business or other businesses with significant data assets
- Strong understanding of data and advanced analytics and its application to business problems
- Experience working with commercial partners in a complex, matrix organisation
- Experience leading in an agile organisation or with cross functional teams
- Demonstrated ability to build collaborative relationships with a diverse range of stakeholders
- Develops teams that set and deliver to high standards, drive innovation and create value autonomously, while living our culture and values.
- Strong ability to prioritise, balancing delivery in the short-term while supporting the overall strategy
- Experience in developing both functional and product strategies as well as strong delivery