

## Product Manager - Digital

<b>Team / Manager</b>	Technology Team / Head of Technology
<b>Why your role is important</b>	As a Product Manager, you will play a pivotal role in shaping and optimizing the digital products and services offered by our organization. Reporting to the Head of Technology, you will lead the development and refinement of digital delivery channels, ensuring they align with our strategic objectives and deliver outstanding value to our customers. This role combines elements of Business Analyst, Product Owner, Scrum Master, and Tester to create exceptional digital experiences.

## MAIN RESPONSIBILITIES

- Always underpin the ART of UMi by being willing to use your skills, experience, and personal characteristics to support projects and activities outside of your core role.
- Be UMi's greatest advocate through active involvement in promotional and marketing activity and through broader networking and introductions.
- Uphold our commitment to people, planet and profit by consistently operating to UMi's policies, standards and ethics.
- Manage the end-to-end digital product development process, from concept to service delivery, in alignment with our strategic goals.
- Collaborate cross-functionally between the wider business and the technology team to establish clear project plans and lead the execution of digital experience development.
- Actively participate in the design and testing of digital experiences, drawing from your demonstrable experience and understanding of customer needs.
- Collaborate with the Head of Technology to create and maintain a clear roadmap for future digital experience development, ensuring our products and services differentiate us in the marketplace.
- Gather and analyse customer and partner feedback to inform future development plans and improve user experiences.
- Prioritize features and enhancements for the digital experience roadmap, aiming to maximize ROI.
- Ensure that digital channels reflect our brand identity, tone, and strategy.
- Stay informed about market trends, industry insights, and user research to inform channel development planning.
- Establish and maintain tracking and reporting mechanisms to evaluate the performance of digital service channels post-launch, offering recommendations for adjustments, actions, or risk mitigation.
- Stay up-to-date with emerging technologies, CMS systems, and industry trends to recommend improvements and optimizations.

## THE ART OF UMi

Our values and beliefs

- **Adventurous** – our adventures take us far and wide – they’re tough and exciting but we are fearless and open-minded about where they might lead.
- **Responsible** – we share a collective responsibility to each other, respect the world we live in, and we keep our promises.
- **Togetherness** - We can achieve more together than we can apart, and we know that businesses are more than just bricks and mortar or numbers on a spreadsheet – they’re powered by people.

### YOUR ROLE WITHiN UMi

- Team: Technology Team
- Reports to: Head of Technology
- Reports: None

### THE ESSENTiAL THiNGS YOU NEED

- Proven track record in a similar role with experience in digital experience design and development.
- Experience working within or alongside a technology team to develop digital channels for B2B or B2C environments.
- A blend of commercial and technical knowledge to ensure digital channels meet long-term business needs.
- Product development of digital qualification or equivalent experience.
- Excellent planning and organizational skills, with the ability to prioritize and multitask under pressure.
- Strong relationship-building skills, fostering engagement and collaboration.
- Effective communication across all levels and channels, creating an environment for individual excellence and open discussion of barriers to success.

### THE THiNGS THAT ARE NiCE TO HAVE

- Experience developing digital access channels for B2B services.
- Proficiency in project management software such as MS Project, Planner, or similar.
- Familiarity with Umbraco and Microsoft Dynamics.
- Sound knowledge of the digital product development process and experience leading user acceptance testing.