DIRECT WINES

Position Title	Digital Product Manager
Reports To	Head of Digital Product
Overall Job Purpose	As a Digital Product Manager, you are at the intersection between business, technology, and user experience. You will act as the 'voice of the customer', coming up with innovative ideas to solve complex problems and translating customer needs into a Product strategy, vision, roadmap, and backlog.
	You will work as part of a cross-functional team and your success, and that of your Product, relies on every team member understanding the vision and being passionate about the direction of travel.
	You will be accountable for maximising the value of the Product, minimising risk, and helping build agility into the product development process, from discovery through to delivery and beyond.
	You will be expected to own, prioritise, and manage the Product Backlog, ensuring a balance of technical and design debt alongside customer and commercial value. You will work collaboratively with and deliver timely communication to your stakeholders from across the global business.
Key Responsibilities	• Establish a shared vision that is founded in market research, customer insight and a thorough understanding of the problems business stakeholders are trying to solve.
	• Create, own, and manage a Product Backlog that is visible, transparent, and understood by all.
	• Hold a clear view of our target customer segments, identifying their mission, pains and gains and clearly state the value proposition of the Product.
	• Write requirements and ensure that the Product team has an adequate quantity and quality of stories ready for each Sprint.
	• Work collaboratively with a range of technical and non-technical business stakeholders, ensuring they are aligned behind the Products goals and kept up to date with progress.
	• Develop and hold the overall plan for the Product that encompasses all elements of technical and non-technical build, ensuring dependencies are understood and release dates are tracked and managed appropriately.
	• Manage scope and track progress of releases, ensuring features are handed over to end users effectively and impact of development effort is understood.
	• Maintain a tight learning loop and utilise the right mix of conviction, customer research, data, and analytics to identify opportunities to continually improve and iterate the customer experience.
	• Promote and encourage a continuous delivery culture, which focuses on releasing value incrementally to deliver against objectives and key results.

	• Act as a subject matter expert for the Product team, providing context and customer understanding to enable the team to be self-driven and customer-centric in their approach. • Play an active part in fostering a culture of agility and champion the creation of the Product Ownership community of practice, looking for ways to continually improve both as an individual and a collective.
Skills, Qualifications and Experiences: **Essential**	• A good understanding of Agile methodologies and ways of working. • A great communicator and ability to clearly articulate the problem and proposed solution. • Ability to understand and draw out key themes and trends from analysis of customer and market data. • Technically curious, with a good understanding of software development practices. • Able to solve complex problems and take a new perspective on existing solutions. • Comprehensive understanding of the market landscape, both through a technology and a competitor lens. • A good understanding of user experience design and research methods. • Proven ability to respond to and prioritise changing demands effectively.
Skills, Qualifications and Experiences: **Preferred**	• Experience of working with tools such as JIRA, FullStory, Adobe Analytics etc. • Experience working in a global business environment that requires accounting for different digital ecosystems, consumer expectations and regulations in different regions and countries. • Experience of working in a direct-to-consumer commerce environment.
Personal Qualities and Skills	• You keep the customer and the value we need to deliver for that customer at the centre of everything you and the team do. • You know how to keep things simple and you champion offering simple, delightful experiences that solve for user's core needs. • You are positive, committed with a 'can-do' attitude and a bias for action. • Time management is your strength, and you know how to effectively manage multiple priorities, breaking down large units of work into manageable pieces, prioritising according to value. • You are a team-player and have experience working effectively with cross-functional teams in a matrixed organisation. • You are a confident, clear communicator (both verbal and written) who can create the right narrative to share ideas for technical and non-technical audiences. • You love to learn and are constantly looking for opportunities to grow yourself and your impact.

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