

Product Owner - Marketing

Role Summary

The Product Owner develops and drives the product vision and strategy. He/She provides constant feedback to the team and helps the team to follow this vision. The biggest challenge is to ensure that the team knows with accurate detail what they are expected to build. This PO must develop a deep understanding of the target market/industry, build close relationships with key stakeholders, and define the business strategy for the product. The PO should be from the business and goes back once the product is no longer developed within the EDGE lab

Responsibilities

Set **ambitious and clear product vision** and communicate 'the story' effectively to key stakeholders and the rest of the team

- Own the **end-to-end product strategy** from inception, and determine business value once solution enters production
- **Build backlog of product features**, i.e. write user stories and acceptance criteria together with his/her work-cell team
- Continuously **improve backlog** ensuring all items are clearly described, estimated and prioritized
- **Ensure customer-driven design** considering user pain points & usability test results, while using market & industry knowledge to deliver a well-positioned product
- **Approve each feature and provide valuable feedback for the team**
- **Drive sprint-and release plans together with Scrum Master**
- Exercise strong decision making mandate from executive group to own product e2e
- Work with Digital Solution Architect to build a modular & reusable solution

Key Skills

Domain Expertise

- I. Deep knowledge of relevant domains/products/journeys
- II. Solid knowledge of industry trends and user demands and pain points to be able to create a high value product vision
- III. Comfortable with technology/IT to be able to engage in discussion with tech team to understand risks

Agile Experience

Experience in Agile Development, with specific Product Owner (or similar) experience preferred, should be confident in managing the backlog

Individual Skills

- I.Strong communication skills with ability to communicate complex messages and trade-offs and tell a compelling story
- II.Sufficient authority to make real time decisions in the lab (should be an actual Product Manager, or a direct report)
- III.Ability to influence a diverse group of stakeholders –strong leadership skills
- IV.Strong problem solver with ability to lead the team to push the solution and progress

Mindset & Behaviors

- I.Challenger mindset and passion to challenge status quo to find new solutions and drive out of the box ideas – loves and embraces change
- II.Believes in a non-hierarchical culture of collaboration, transparency and trust across the team
- III.Not afraid to ‘roll up the sleeves’ and seeks to go outside comfort zone to learn –pushes the team to do the same
- IV.Experimental mindset to drive innovation