

Web Product Manager

Position Description

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| Reporting to: | Marketing Performance Lead | Work location: | Carlton |
| Department: | Supporter Engagement | Budget holder: | No |
| Team: | Marketing | Direct reports: | Nil |

Role Purpose

The Web Product Manager is responsible for the ongoing performance and improvement of the Save the Children Australia website, focusing on user experience and design, and working closely with other members of the Performance team to optimise the site and deliver solutions that achieve organisation-wide targets and goals.

Key Areas of Accountability

Role requirements

Technical & development

- End to end ownership and maintenance of the Save the Children Australia website, www.savethechildren.org.au
- Appoint an appropriate third-party partner for development and technical support of the website as required. Lead the relationship with supplier, ensuring accurate billing and performance to contract in accordance with SCA policies
- Prioritise content and development tasks and delegate as appropriate to the Channel & Content Specialist (Web & Email).
- Contribute technical and web expertise to a range of organisational projects and initiatives
- Manage the deployment process, making sure appropriate caution is taken and the relevant people are involved / informed
- Develop and maintain an in depth understanding of Save the Children Australia's custom APIs and technology stack
- Develop and maintain documentation that captures key system requirements and responsibilities, working collaboratively with colleagues in Performance team and IT as needed
- Propose web content and experiences in coordination with Marketing colleagues that support the achievement of digital KPIs
- Provide insights and recommendations on website UX
- Update and maintain the CMS
- Act as an interface between technical and non-technical staff, translating their requirements into appropriate user stories and vice versa

- Working with internal colleagues and external suppliers, provide additional support with other platforms eg. DMP and Click Dimensions

Performance

- Monitor and optimise performance of the website, suggesting, managing and reporting on key metrics and identifying opportunities to improve performance, working collaboratively with our conversion rate specialists to develop website optimisation strategies
- Maintain a prioritised backlog of enhancements for the website, giving evidence of expected ROI or benefits to be realised to help inform priorities
- Working with the Marketing Performance Lead, develop and implement testing strategies for the website, with a focus on always seeking to improve ROI and performance of the assets

Strategy and management

- Work closely with the Digital Marketing Manager, Channel & Content to implement marketing campaigns and activities that use the website as a channel
- Provide web-based solutions to challenges identified in overall and individual marketing strategies – analyse requirements and develop web-based proposals to solve them
- Build and maintain excellent working relationships with the internal IT team and colleagues in similar roles across the movement, contributing to relevant internal or international working groups and contributing to the development of strong global website best practice
- Help upskill colleagues in website knowledge via the Marketing Community of Practice

Health, Safety, Security and Risk Management

- Be a role model for safety and security, including complying with all safety instructions and training given at the workplace.
- Act in a safe manner at all times, including complying with all safety instructions and training given at the workplace
- Participate in, and contribute to, health and safety awareness and improvements
- Report all incidents, injuries and potential hazards in a timely manner
- Be aware of, and consider, the risks associated with your team's everyday work and ensure appropriate mitigation measures are applied

Child protection and safeguarding requirements

- Maintain a child safe environment at the workplace and safeguard children's rights, acting in the best interests of children at all times
- Comply with the Child Safeguarding Code of Conduct and child safeguarding and protection policies and standards (click [here](#) to view further details)
- Demonstrate the highest standards of behaviour towards children in both your private and professional life
- Never abuse the position of trust that comes with being a part of the Save the Children family
- Maintain a safe and positive relationship at all times when working with children and young people

- Respond to any concerns for the safety or wellbeing of a child in a program in accordance with internal reporting processes

Person Specification

Essential knowledge or experience

- Significant experience as a digital product owner
- Understanding of web technology and systems
- Excellent
- Proven experience working with content management systems (preferably Kentico)
- Ability to communicate complex and technical information to non-technical colleagues and clients
- Experience supporting websites in large, complex organisations
- Experience of conversation rate optimisation
- Strong problem-solving skills
- Excellent understanding of UX principles and user centred design
- Excellent organisation and project management skills

Desirable knowledge or experience

- Front end development skills, preferably with Kentico
- Knowledge of email platforms esp. Click Dimensions
- Knowledge of Adobe Creative Suite. Working knowledge of Google Analytics and Google Tag Manager
- Understanding of SEO principles
- Experience of working in agile methodology and with agile supporting technologies such as Jira
- Experience of fundraising technologies and initiatives

Driver's Licence:

Not required

Working with Children Check:

Required

Classification Level:

Individual agreement

Travel:

Negligible

Assets:

Laptop