



### Role Profile

<b>Job Title</b>	Junior Product Owner	<b>Reports To</b>	Head of Digital Product Management	<b>Location</b>	Bradford
<b>Date Updated:</b>	May 2021	<b>Department</b>	Digital Function	<b>Grade/Band</b>	M4

**Purpose:** lead product management, UX, digital analytics, design and cross-functional teams to develop, manage, and measure product enhancements to increase profit and sales, support business strategy and development

Main Accountabilities	Key Performance Indicators	Skills & Experience	Competencies
<p><b>Product Management:</b></p> <ul style="list-style-type: none"> <li>Help to develop the vision, strategy and long-term roadmap for the group of products you are responsible for across all relevant devices and customer touchpoints. There will be four product owner one for Marketing topics, one for B&amp;M topics, one for check out/ service topics, one for the app/ overarching projects.</li> <li>execute it well by constantly managing stakeholder's expectations, working through dependencies across multiple products / teams</li> <li>Define a road map by prioritising based on commercial benefit, UX impact, performance and business strategy together with all relevant stakeholders</li> <li>Understand key user personas, customers &amp; stakeholders for products and product component and their pain points well. Collaborate with internal stakeholders, gathering business and product requirements, prioritise and manage back log</li> <li>Effectively document and explain new requirements to the E-Commerce development team using user stories, personas, and acceptance tests and help the team in breaking down a complex piece of work/ epic into smaller, deliverable chunks of value that can be delivered faster</li> </ul>	<ul style="list-style-type: none"> <li>Product Management KPIs dependent on Product               <ul style="list-style-type: none"> <li>Home: Bounce Rate</li> <li>PLP: PLP2PDP</li> <li>PDP: Add2basket</li> <li>Search: PSP2basket / Search CVR%</li> <li>Checkout: CO Funnel, Dropout, credit take up</li> <li>XFO: XFO traffic, XFO CVR%</li> <li>Personalisation: CVR%</li> <li>Etc.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Excellent communication skills</li> <li>Very good analytical skills</li> <li>Ability to break down complex problems into small deliverable steps</li> <li>Ability to collaborate with several stakeholders to develop an agreed and prioritised roadmap based on transparent scoring combining commercial benefits/ UX and strategic relevance</li> <li>First experiences in product management</li> <li>Advanced understanding of online user experience, online marketing principles and strategy</li> </ul>	<ul style="list-style-type: none"> <li>Communication</li> <li>Results Focus</li> <li>Customer Focus</li> <li>Collaborative Team working</li> <li>Judgment and Decision Making</li> <li>Planning &amp; Prioritisation</li> <li>Managing self and Others</li> <li>Decision making</li> <li>Negotiating and Influencing</li> <li>Business Improvement</li> <li>Technical Skill</li> <li>Resilience</li> </ul>

<ul style="list-style-type: none"> <li>• Steer sprint/ release planning sessions by working with E-Commerce development counterparts to plan sprints/ releases that deliver maximum business value in least effort</li> <li>• Deliver the agreed product developments and execute them well</li> <li>• Accountability for the performance of relevant product development and improving set KPIs in line with targets</li> <li>• Effectively presented the vision, roadmap, key KPIs and execution plans (release/ sprint plans)</li> <li>• To be committed to the fair treatment of customers at all times</li> <li>• To comply with FCA regulations, where applicable</li> <li>• Demonstrate behaviours in line with our Company values</li> <li>• To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work</li> </ul>			
<p><b>Dimensions:</b> Works closely with Brand teams, Finance team, Marketing Service/ BI team, and other departments if projects require. Accountable for business unit planning and requisite controls to monitor progress towards its delivery.</p>			

**NB. Organisation chart must be added to the bottom of role profile**