



# Role Profile

## Digital Product Manager

**Role Reports To: Head of Marketing**

### Main Responsibilities and Accountabilities

- Define the customer product development roadmap for the Club on a project basis, driving through product initiatives to increase engagement, drive conversion and revenue.
- Strong project management skills with proven track record of managing multiple projects.
- Own and drive the agenda for the customer product development roadmap
- You will work on all user-facing products that serve to refresh our fan experience, also redesigning existing solutions for new markets. (extending to future channels/devices).
- Product documentation, reporting and analysis
- Working on multiple features simultaneously with design and development teams both in-house and external, ensuring that they are completed accurately and within tight deadlines
- Responsible for identifying areas of improvement with a focus on ROI where it can be defined and tracked.
- Accountable for creating ITT (Invitation to Tender) documentation for the procurement of any new digital suppliers.
- Responsible for all technical changes to the website within the confines of the Sitecore CMS.
- Provide the documentation of our digital products providing training to internal staff where needed.
- Accountable for tracking and reporting of Aston Villa's Digital Products. These include: our official website, ticketing, club shop, rewards, mobile app and chatbot.
- Ensure effective management of budget lines allocated towards digital products and services. You will be responsible for tracking your progress against these budget lines and flagging any risk to your line manager.
- Create and present any business cases for new products or developments that are outside of existing contracts and/or budgets.

### Key Skills & Experience

- Proven working experience in a relevant role, i.e. Digital Product Management/Owner experience; owning all aspects of their product from initiation through to optimization
- University degree or equivalent in Digital Media or related subject is desirable.
- Experience in managing product development projects from inception to delivery within a web and mobile environment.
- Able to define and manage complex processes and/or product issues of a broad scope using independent judgment
- You will possess a strong product instinct, a refined design sense, and be passionate about re-imagining what a product can look like.
- Experience working in lean product development environments
- Ability to build and maintain effective working relationships across departments
- Working knowledge of tools: Sitecore, GA, GTM, DFP, GTM
- Experience at working in an agile scrum environment
- Knowledge of Javascript, html, CSS, SQL
- Experience working in a fast-paced digital environment
- Excellent written and spoken communication skills; an ability to communicate with impact, ensuring complex information is articulated in a meaningful way