
JOB DESCRIPTION

Job Title: Assistant Product Manager - Philanthropy

Grade: D

Department: Brand and Marketing

Main purpose of job:

To work with the senior product management team to contribute to the innovation, development and management of the product proposition across CAF's Philanthropy Services portfolio, to fulfil current and future customer needs (Individual donors and Corporate Giving products).

Responsible to: Senior Product Manager

Budgetary responsibilities: None

Responsible for (staff/jobs): None

Key Job Responsibilities:

- Responsible for the co-ordination of CAF's products and services offered across a range of customer segments in the Philanthropy division. These currently include products for Individual donors (Trust Account, Charity Account) and Companies (Payroll Giving, Company Account) - all delivered through online and offline mechanisms.
- Support Senior Product Managers to develop product propositions, aligned with CAF's strategy to develop a global digital platform for giving, which drive CAF and sector growth, ensuring a clear focus on customers' current and future needs.
- Work with the Research and Marketing teams to understand customer needs, track customer satisfaction and draw out clear, actionable insights that drive the overall product strategy.
- Influence future product and proposition development by identifying product improvement needs and generating ideas for product enhancements.
- Use agile methodologies to leverage test and design concepts and accelerate product roadmaps.
- Own projects right through from concept to delivery, partnering with IT and teams across the business to launch new capabilities and deliver results.
- Monitor performance dashboards and use data analysis to drive insight and understand the success of launched capabilities.
- Work closely with third parties, external consultants and digital agencies.
- Ensure product development complies with all legal and regulatory requirements.

- Lead the end to end product management processes involved in the smooth running of existing products.
- Ownership of knowledge and information on existing product sets.
- Own any financial modelling needed for the budgeting, financial reporting and pricing analysis of existing products to maximise performance and meet CAF's commercial requirements.
- Understand external competitive landscapes and insight into future trends to inform strategic product plans and development.
- Opportunity to be involved on wider divisional projects.

CAF Behaviour Framework

The CAF Behaviour Framework sets out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, it combines a set of behaviours with the required technical skills and knowledge needed to effectively perform in any given role in CAF. This framework is used for the assessment, management and development of performance of all our people across CAF

Please refer to 'Work the CAF Way' booklet for the CAF Behaviour Framework

Job Description dated: February 2022

PERSON SPECIFICATION

Job title: Assistant Product Manager - Philanthropy

Date: February 2022

Attributes	Essential ✓	Desirable ✓	How Evidenced
Experience			
Experience of working within a marketing or product management environment		✓	C
Experience of working across teams	✓		A/C
Experience of tracking and managing MI	✓		A/C
Experience of developing customer centric propositions	✓		A/C
Training			
Customer Service		✓	E/C
Product Management including Agile		✓	E/C
Stakeholder Management		✓	E/C
Financial management		✓	E/C
Specialist Skills/ Ability/Knowledge			
Business Analysis using Microsoft tools like excel	✓		E/C
Excellent written, verbal and presentation skills	✓		E/C
Ability to create a business case for proposed initiatives	✓		E/C
Agile Development Methodology		✓	E/C
Communication			
Ability to write reports and make presentations across different levels	✓		E/C
Ability to use facts and insights to drive consensus across teams	✓		E/C
Strong communication and influencing skills	✓		E/C
Ability to understand and translate complex issues into clear written or verbal communication.	✓		EC
Personal Qualities			
Self starter / high level of motivation	✓		EC
Ability to work effectively at pace	✓		EC
Problem solving attitude	✓		EC
Delivery / results focussed	✓		EC
Team player	✓		EC
Able to work in a changing and ambiguous environment	✓		EC
Prior to Appointment			
<ul style="list-style-type: none"> • Credit Check • Basic DBS Check • Employment References • Medical Clearance • Dow Jones Check 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ 		R/E

Key

R = References, E = Evidence/Certificates, A = Application, C = Competency Interview, T = Testing/Assessment