JOB DESCRIPTION

Job Title: Product Manager, Mass Market Giving

Grade: D

Department: Product

Main purpose of job:
The Product Manager will own the goals, development and success of CAF’s products and services that are aimed at the mass market retail givers. This role will be responsible for the management of these CAF products including developing CAF’s proposition in this area.

The product set currently includes, CAF Charity Account, Give As You Earn and online donation products and all other associated products and channels within this segment.

Responsible to: Senior Product Manager, HNW & Individuals

Budgetary responsibilities: None

Responsible for (staff/jobs): None

Key Job Responsibilities:
• Help develop and execute customer and product strategy, in partnership with the Senior Product Managers and Heads of Product, covering; pricing, market positioning and opportunity, review of product features and service and overall propositions
• Develop clear product roadmap(s) to contribute to CAF’s ongoing view of future product development priorities
  o Maintain a rigorous, customer first approach to designing and managing customer interactions and driving product growth
  o Drive the functional design of new and improvements to existing products, based on sound ROI analysis
o Partner with IT, Customer Services and other relevant departments to deliver product changes
o Measure the impact of changes and leverage insight to drive growth and embed into ongoing product development

- Act as the primary source of expertise on the product set
  o Own product knowledge and information on each product, review and update these sources and communicate any changes to relevant teams
  o Design and deliver product specific training, especially in relation to any changes or enhancements introduced

- Agree, monitor and input into the delivery of annual income targets in a way that supports CAF’s longer term growth aspirations and wider objectives to stimulate overall level of giving and social investment
  o Produce the financial income modelling needed for income forecasting and target setting purposes
  o Ensure Sales and Marketing plans and resources are aligned to deliver the annual income targets, providing input as required
  o Lead CAF in applying its focus and resource in a targeted and effective way within this product set to deliver overall CAF objectives
  o Advocate / champion the product and represent the voice of the mass market customer within senior management meetings and internal governance forums.

- Ensure product controls, processes, pricing and policies are effective, customer focused and compliant with applicable legal and regulatory requirements
  o Work effectively along the whole process, liaising and consulting with the relevant teams (including Legal, Compliance, IS, Finance, Customer Services, Business Development)
  o Provide input into and approve promotional collateral from a content accuracy perspective
  o Ensure Annual Product Reviews and Risk Assessments are up to date and factor stakeholder feedback

- Responsible for managing and protecting CAF’s reputational risks in relation to our mass market proposition
  o ensure that the product set adopts appropriate compliance and regulatory practices

- Collaborate with Marketing and the CAF front-line to deliver plans and activities to raise the profile and awareness of CAF’s services
• Participate in and support the Head of Product, Donors & International to build world-class product practices, centered on autonomous, KPI-driven development across multi-functional teams

CAF Values and Behavioural Indicators
The CAF Values and Behavioural Indicators set 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 is used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

**Dated:** February 2024
## PERSON SPECIFICATION

**Job title:** Product Manager, Mass Market Giving

**Date:** February 2024

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Essential</th>
<th>Desirable</th>
<th>How Evidenced</th>
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<tbody>
<tr>
<td><strong>Experience</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Experience of developing and delivering product strategies and plans</td>
<td>✓</td>
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<td>A/C</td>
</tr>
<tr>
<td>• Experience and proven success in translating business analysis and human needs into successful consumer products</td>
<td>✓</td>
<td></td>
<td>A/C</td>
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<tr>
<td>• Track record of managing complex stakeholder relationships, including interacting with and influencing executives</td>
<td></td>
<td>✓</td>
<td>A/C</td>
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<tr>
<td>• Experience of building high-performance teams and driving cultural change</td>
<td></td>
<td>✓</td>
<td>A/C</td>
</tr>
<tr>
<td>• Proven track record in delivering results</td>
<td>✓</td>
<td></td>
<td>A/C</td>
</tr>
<tr>
<td>• Experience of stakeholder management</td>
<td>✓</td>
<td></td>
<td>A/C</td>
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<tr>
<td>• Product Management experience</td>
<td>✓</td>
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<td>A/C</td>
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<tr>
<td>• Direct customer service/client relations experience</td>
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<td>✓</td>
<td>A/C</td>
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<tr>
<td>• Proven experience of budgeting, reporting and analysis, P&amp;L management</td>
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<td>A/C</td>
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<tr>
<td>• Previous experience of digital products/channels</td>
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<td>A/C</td>
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<tr>
<td><strong>Qualifications</strong></td>
<td></td>
<td>✓</td>
<td>E</td>
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<tr>
<td>• Relevant industry experience</td>
<td></td>
<td>✓</td>
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<tr>
<td><strong>Training</strong></td>
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<td>A/E</td>
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<tr>
<td>• Leadership/Management</td>
<td></td>
<td>✓</td>
<td>A/E</td>
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<tr>
<td>• Project Management</td>
<td></td>
<td>✓</td>
<td>A/E</td>
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<td>• Strategic management skills</td>
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<td>✓</td>
<td>A/E</td>
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<td>• Financial management skills</td>
<td></td>
<td>✓</td>
<td>A/E</td>
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<tr>
<td>• Negotiating/influencing skills</td>
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<td>✓</td>
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<tr>
<td><strong>Specialist Skills/ Ability/Knowledge</strong></td>
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<td>✓</td>
<td>A/C/T</td>
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<tr>
<td>• Understanding of agile methodologies and confident discussing technology and its consumer applications</td>
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<td>A/C/T</td>
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<tr>
<td>• Excellent teamwork skills</td>
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<td>• Using collaborative culture to drive results</td>
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<td>A/C/T</td>
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<tr>
<td>• Strong analytical capability</td>
<td>✓</td>
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<td>A/C/T</td>
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<tr>
<td>• Ability to formulate product strategies and plans</td>
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<td>A/C/T</td>
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<td>• Working knowledge of product management tools</td>
<td>✓</td>
<td></td>
<td>A/C/T</td>
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<tr>
<td>• Ability to manage cross-functional teams to deliver business results</td>
<td>✓</td>
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<td>A/C/T</td>
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## Communication
- Excellent written, verbal and presentation skills (up to Director level)
- Strong interpersonal skills

## Personal Qualities
- A passion for leading, motivating and managing a team
- Sound commercial acumen
- Willingness and excitement to delve into data and systems and be comfortable with complexity
- Results driven
- Clear strategic thinker
- Proactive problem solver
- Ability to prioritise own work according to wider CAF objectives
- Self-motivated, energetic and enthusiastic

## Prior to Appointment
All posts:
- Credit Check
- Dow Jones Check
- Basic DBS Check
- Employment References
- Medical Clearance
- Right to Work in the UK

### Key
- R = References
- E = Evidence/Certificates
- A = Application
- C = Competency Interview
- T = Testing/Assessment
- ✓ = Selection Point
- A/C/T = Assessment/Certification/Testing