JOB DESCRIPTION

Job Title: Senior Product Manager – CAF America

Grade: E

Department: Product

Main purpose of job:

The Senior Product Manager for CAF America will strategically lead the management, development & governance of CAF America portfolio of products and services with a particular focus on our core audiences of high net asset individuals, corporate and corporate foundations and charities / social purpose organisations. The newly created position, within the CAF group's robust product team based in the UK will work closely with the CAF America Executive to shape, define, and align the North American product strategy. The Senior Product Manager will serve as the internal product team's subject matter expert on US market trends, analysing client feedback, and leading product development to ensure our offerings remain current, adaptable, financially sustainable, and aligned with the expectations of our donors and charity partners. This role requires deep collaboration with teams both in the UK and North America, and will require working flexible hours to accommodate different working patterns across UK/US. To facilitate cross-functional collaboration, some of our senior team members operate under a dual reporting system. Based in the UK and within the product team reporting to the Head of Product, this role will also report to and work product be sponsored by CAF America's Chief Philanthropy Officer.

Responsible to: Head of Product, CAF and Chief Philanthropy Officer, CAF America

Budgetary responsibilities: None

Responsible for (staff/jobs): None

Key Job Responsibilities

- **Creation of product strategy and vision for CAF America products and services**
    - Develop and execute a comprehensive and detailed customer and product strategy aligned with our group aspiration covering; pricing, market positioning and opportunity, review of product features and service and overall proposition at a group level
    - Conduct market research, competitor analysis, and customer feedback to identify opportunities and challenges in collaboration with a U.S. based business analyst and executive team.

- **Develop clear product development roadmap**
  - Detail requirements in conjunction with client facing relationship teams in North America, and lead any associated product development through our transformation programme.
  - Define, prioritize, and communicate the product roadmap to internal stakeholders across the CAF group
  - Collaborate with and lead cross functional teams to create effective go-to-market strategies for North America
  - Be at the heart of the development process, ensuring timely delivery of high quality solutions
- **Principal 'product owner' and primary source of expertise on the product set**
  - Expert on product knowledge and U.S. philanthropic landscape, including market trends, pricing, and audience.
  - Collaborate with US Marketing team to ensure product focused client collateral is maintained and updated where necessary
  - Design and deliver product specific training, especially in relation to any changes or enhancements introduced
- **Product Sustainability management:**
  - In close collaboration with the CPO and with support from a Business Analysist Assess CAF America's current pricing models and cost-to-serve analysis. Lead discussions with key stakeholders on potential adjustments to fee structures, ensuring they align with mission, market trends, strategic prioritizations, and organizational growth goals.
- **Performance / KPIs:**
  - Agree, monitor and input into the delivery of annual income targets and business cases in a way that supports CAF America's longer term impact and strategic aspirations.
  - Lead CAF in applying its focus and resource in a targeted and effective way within this product set to deliver overall CAF group objectives.
  - Analyse data and user feedback to iterate on existing features and identify opportunities for improvements.
  - Develop annual product reviews for CAF America products and services that outlines performance, risks, areas for improvement, and potential new offerings.
- **Risk & Regulation:**
  - Ensure product controls, processes, pricing and policies are effective, client focused and compliant with applicable legal and regulatory requirements.
  - Stay abreast of all regulatory market changes within North America.
  - Collaborate with legal and compliance teams to ensure our products adhere to relevant standards and policies.
  - Lead product governance for CAF America products.
  - Responsible for representing and protecting CAF America's reputational risks where applicable to product design and governance.

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: August 2025

PERSON SPECIFICATION

Job title: Senior Product Manager, CAF America

Date: August 2025

Attributes	Essential ✔	Desirable ✔	How Evidenced
Experience			
• Experience of developing and delivering product strategies and plans	✔		A/C
• Creating customer propositions, go to market strategies and delivery	✔		A/C
• Proven experience in product management, ideally within the philanthropic, nonprofit, or financial sectors.	✔		A/C
• Strong understanding of U.S. philanthropy and the nonprofit sector, including donor behaviour and market trends.	✔		A/C
• Knowledge of international philanthropy a plus		✔	A/C
• Experience and proven success in translating business analysis and customer needs into successful consumer products	✔		A/C
• Track record of managing complex stakeholder relationships, including interacting with and influencing executives	✔		A/C
• Experience of building high-performing collaborative ways of working with stakeholders across multiple locations.	✔		A/C
• Proven track record in delivering results	✔		A/C
• Experience of stakeholder management	✔		A/C
• Product Management experience	✔		A/C
• Project Management experience		✔	
• Direct customer service/client relations experience		✔	A/C
• Proven experience of budgeting, reporting and analysis, P&L management	✔		A/C
Specialist Skills/ Ability/Knowledge			
• Ability to create complex pricing models that drive solid customer pricing decisions	✔		
• Strong proficiency with Microsoft Office tools	✔		
• Understanding of agile methodologies and confident discussing technology and its consumer applications – APIs, micro-services, cloud, mobile, and the Internet;	✔		
• Excellent teamwork skills	✔		A/C/T
• Using collaborative culture to drive results	✔		A/C/T
• Strong analytical capability	✔		A/C/T
• Ability to formulate product strategies and plans	✔		A/C/T
• Working knowledge of product management tools	✔		A/C/T
• Ability to manage cross-functional teams to deliver	✔		A/C/T

business results		✔	
• Strong proficiency in iPhi SaaS, Salesforce.com			

Communication			
• Excellent written, verbal and presentation skills (up to Director level) for North American audiences	✔		A/C/T
• Strong interpersonal skills	✔		A/C/T
• Ability to work collaboratively with remote and disbursed teams	✔		
• Ability to travel to the United States as needed (20%)	✔		
Personal Qualities			
•	✔		A/C
• Sound business acumen	✔		A/C
• Willingness and excitement to delve into data and systems and be comfortable with complexity	✔		A/C
• Results driven	✔		A/C
• Clear strategic thinker	✔		A/C
• Proactive problem solver	✔		A/C
• Ability to prioritise own work according to wider CAF America objectives	✔		A/C
• Self-motivated, energetic and enthusiastic	✔		A/C
Prior to Appointment All posts:			R/E
• 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