
JOB DESCRIPTION

Job Title: Senior Product Manager – Charities & Impact

Grade: E

Department: Product

Main purpose of job:

The Senior Product Manager for Charities and Impact will strategically lead the management, development & governance of our Charity and Impact product portfolios. The Senior Product Manager will be at the heart of the development of our digital proposition aimed at charities, having actively managed charity platforms and partnerships, and will support both the Head of Product, Charities and Impact and the Head of Impact and Advisory in driving the strategic evolution of our Impact Accelerator products and services such as Social Investment, Grant making & Advisory.

This role will provide leadership across our Impact products and services, supported by the Product Manager, Impact, to ensure that CAFs theory of change is fed into our product design and will be critical in supporting charities develop new Impact evaluation tools.

Responsible to: Head of Product, Charities and Impact

Budgetary responsibilities: None

Responsible for (staff/jobs): 2 line reports (Product Manager Impact, Assistant Product Manager, Charities)

Key Job Responsibilities

- **Creation of CAF Charity partner & Impact product strategy and vision**
 - Develop and execute a comprehensive and detailed Charities & Impact 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
 - Develop CAFs fundraising tools for charities including CAF Donate and assess opportunities for international expansion
 - Provide senior product oversight to CAFs theory of change and ensure requirements are mapped across our product portfolio
 - Drive the development of Group-level propositions for the Impact Accelerator
 - Conduct market research, competitor analysis, and customer feedback to identify opportunities and challenges.
- **Develop clear product development roadmap**

- Detail requirements in conjunction with our Client engagement and Transformation teams for the charities proposition - covering both domestic and international fundraising and all associated processes.
- Ensure the Impact Accelerator is fully embedded into wider product portfolio and roadmaps
- Define, prioritize, and communicate the product roadmap to internal stakeholders
- Collaborate with and lead cross functional teams to create effective go-to-market strategies
- 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 product knowledge and information on Charity partners and Impact, review and update these sources and communicate any changes to relevant teams
 - Design and deliver product specific training, especially in relation to any changes or enhancements introduced
- **Commercial management:**
 - Deep understanding of using partnerships to develop a product portfolio, including supporting commercial management and negotiation for the charities portfolio.
 - Support Procurement in ongoing supplier reviews from a product management and development perspective.
- **Performance / KPIs:**
 - Agree, monitor and input into the delivery of commercial agreements and business cases in a way that supports CAF's longer term growth aspirations and wider objectives to stimulate overall level of giving and social investment
 - Lead the development of Charities impact evaluation tools and implement across relevant charities products and services
 - 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
 - Lead CAF in applying its focus and resource in a targeted and effective way within this product set to deliver overall CAF objectives
 - Analyse data and user feedback to iterate on existing features and identify opportunities for improvement
- **Risk & Regulation:**
 - Ensure product controls, processes, pricing and policies are effective, customer focused and compliant with applicable legal and regulatory requirements
 - Stay abreast of all regulatory market changes
 - Collaborate with legal and compliance teams to ensure our products adhere to relevant standards and policies

- Work effectively along the whole process, liaising and consulting with the relevant teams (including Legal, Compliance, IS, Finance, Customer Services, Business Development)
- Responsible for representing and protecting CAF's reputational risks
- Represent CAF with relevant regulators, e.g. Charity Commission and FCA
- Ensure that the product set adopts appropriate compliance and regulatory practices

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: September 2024

PERSON SPECIFICATION

Job title: Senior Product Manager, Charities and Impact

Date: September 2024

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	✓		
• Experience in Social Investment, Grant Making or Advisory capacity.	✓		
• Experience developing Impact evaluation tools, or developing a Theory of Change to support product development	✓		
• Development of a charity donation platform	✓		
• 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-performance teams and driving cultural change	✓		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
• Previous experience of digital products/channels	✓		A/C
Specialist Skills/ Ability/Knowledge			
• Knowledge of fundraising platforms, donation processing providers and wider giving market.	✓		A/C/T
• 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			
Communication <ul style="list-style-type: none"> • Excellent written, verbal and presentation skills (up to Director level) • Strong interpersonal skills 	✓		A/C/T
Personal Qualities <ul style="list-style-type: none"> • 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 	✓		A/C
Prior to Appointment All posts: <ul style="list-style-type: none"> • Credit Check • Dow Jones Check • Basic DBS Check • Employment References • Medical Clearance • Right to Work in the UK 	✓		R/E

Key

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