
JOB DESCRIPTION

Job Title: Senior Product Manager, Customer Portals

Grade: E

Department: Product

Main purpose of job:

To be a visionary and customer-centric Senior Product Manager to join our Product team and lead the development and improvement of our digital portals & connected platforms to deliver a seamless, user-centric web experience for our customers.

As a Senior Product Manager, Customer Portals you will play a crucial role in shaping the future of our customer interactions by overseeing the design, development and optimisation of customer-facing portals and integrations with other systems. Leveraging your deep understanding of Microsoft technology, you will be responsible for enhancing the online experience of our donors and charities across multiple platforms and channels. This role requires close collaboration with Group-wide cross-functional teams, such as Marketing, Technology and Transformation to ensure the website delivers a cohesive, user-centred experience that increases online engagement, interaction and connections across our customer groups.

Responsible to: Head of Product, Charities and Impact

Budgetary responsibilities: None

Responsible for: Product Manager - CRM (new role), Product Manager - Charity Search (existing role)

Key Job Responsibilities:

- **Develop the vision and strategy for customer engagement through portals**
 - Develop and execute a comprehensive customer vision and strategy aligned with our Group aspirations to create a personalised and seamless digital customer experience when engaging with CAFs products and services.
 - Ensure alignment and engagement across multiple teams & CAF entities that are working on website solutions in order to support a customer strategy for end-to-end website experience.
- **Develop & own the product roadmap for customer portals**
 - Detail requirements in conjunction with our Transformation team for our future portals solutions – working from design through to execution ensuring alignment to customer needs and latest digital trends.
 - Define, prioritize, and communicate the roadmap to senior internal stakeholders

- Be at the heart of the development process, ensuring timely delivery of high-quality portal solutions
- Develop API solutions that will work across CAF Group's interconnected partners and suppliers.
- **User Experience Design**
 - Create visually appealing and user-friendly interfaces that enhance the overall customer experience
 - Guide these designs through our various approvals' gateways ensuring the overarching customer vision is clear
 - Work closely with Brand and Marketing to create a seamless customer experience from website through to customer portals.
- **Developing Product technology centre of excellence**
 - Acting as the bridge between IT and product, develop a product technology CoE that focuses on driving innovation, expertise, and best practices using Microsoft technology in CAF.
 - Explore emerging technologies, conduct pilot projects, and assess their potential impact on CAF Group products and services.
 - Collaborate with internal and external stakeholders to help define and encourage best practices across business and system work-flow processes
 - Continuous learning for all aspects of and around product technology in its current implementation and opportunities. Understand the difference between configuration-based solutions and customization-based solutions and the implications of each.
 - Lead ongoing management of portals at a business level.
- **Performance / KPIs**
 - Analyse data and user feedback to iterate on existing features and identify opportunities for improvement
 - Establish and monitor key performance indicators (KPIs) to measure the success of customer portals at CAF
 -
- **Risk & regulation**
 - Ensure all customer portal controls, processes, and governance is effective, customer focused and compliant with applicable legal and regulatory requirements. Work closely across Product team to ensure adherence.
 - Stay abreast of all regulatory market changes and 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 in relation to customer portals.

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.

Date: August 2025

PERSON SPECIFICATION

Job title: Senior Product Manager, Portals

| Attributes | Essential ✓ | Desirable ✓ | How Evidenced ⁺ |
|---|---|---|--|
| Experience <ul style="list-style-type: none"> • UX design experience to develop products and services • Experience in designing and delivering complex, and connected customer facing portals • Experience using Microsoft suite of tools including Dynamics and Power Platform • Experience in developing and delivering product strategies and plans • Experience and proven success in translating business analysis and human needs into successful consumer products • Track record of managing complex stakeholder relationships, including interacting with and influencing executives • Experience of building high-performance teams and driving cultural change • Proven track record in delivering results • Experience of stakeholder management • Product Management experience • Project Management experience • Direct customer service/client relations experience • Proven experience of budgeting, reporting and analysis, P&L management • Previous experience of digital products/channels | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ | ✓ ✓ ✓ | A/C A/C A/C A/C A/C A/C A/C A/C A/C A/C A/C A/C A/C A/C |
| Specialist Skills/Ability/Knowledge <ul style="list-style-type: none"> • Ability to prototype designs using industry tools such as Figma • 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 • Using collaborative culture to drive results • Strong analytical capability • Ability to formulate product strategies and plans • Working knowledge of product management tools • Ability to manage cross-functional teams to deliver business results | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ | | A/C/T A/C/T A/C/T A/C/T A/C/T A/C/T A/C/T A/C/T |
| 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 | ✓ ✓ ✓ | | A/C A/C A/C |

| | | | |
|---|----------------------------|--|--|
| <ul style="list-style-type: none"> • Results driven • Clear strategic thinker • Proactive problem solver • Ability to prioritise own work according to wider CAF objectives • Self-motivated, energetic and enthusiastic • Data driven and analytical mindset | ✓ ✓ ✓ ✓ ✓ ✓ | | A/C A/C A/C A/C A/C 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 |

✓ Tick either the Essential or Desirable column as appropriate for each attribute

† Insert the code from the key below for how you intend to assess this requirement e.g. at interview, via references etc.

Key

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