

## Senior Digital Product Manager (Remote)

Location: [North America] [Canada]

Town/City: Canada Home Working

Category: Marketing and Resource Development

Job Type: Open-ended, Full-time

Are you looking for more than a job? At World Vision Canada we offer challenging careers that change the lives of children all over the world and it will change yours too. Come and be part of a team of 400 Canadians with a vision for the world: Life in all its fullness for every child.

You will experience Christian faith in action helping to make real and lasting change in the lives of the world's most vulnerable children. Join the World Vision Canada team and be part of a powerful and effective force for good:

For Children. For Change. For Life.

**Position:** Digital Product Manager, Employee Experience

**Reports to:** Group Product Manager

**Position Term:** Full time Permanent

**Deadline:** October 14, 2021

### **Job Description:**

With technology being at the core of how we work, it's pace of change accelerated, and users expectations continually increasing, the need for digital strategy and planning from the perspective of Product Management is key, for staff equally as much as for customers. This is why World Vision Canada (WVC) is looking for an expert Digital Product Manager – Employee Experience to understand and empathize with our employees' needs and support the digital enablement initiatives to evolve our digital ecosystem. Our aim is to build an internal digital eco-system for our team members that delights and creates a high-performance environment that fosters an exceptional employee experience. It is about creating a work environment that is simple, intuitive, and optimized so staff can leverage their gifts in the most efficient way to maximize impact for the mission. Reporting into the Group Product Manager, the Digital Product

Manager – Employee Experience is responsible for connecting all WVC internal digital touchpoints to our Employees using an agile first, design-thinking led framework to ensure we provide best-in-class digital experiences to our staff. S/He will be focused on continuously optimizing the WVC Employee's digital journey and experience throughout all of our internal digital ecosystem to help increase Employee engagement, efficiency, effectiveness, and overall employee satisfaction.

As we accelerate our Agile transformation across the organization, the Digital Product Manager – Employee Experience will lead by exemplifying the key characteristics of an agile approach (mindset and methodology). The Digital Product Manager – Employee Experience provides deep digital product management expertise coupled with a clear understanding of the critical role digital experiences play in the overall Employee experience. S/He with support from the Group Product Manager will lead the organization and make strategic digital product decisions in the best interest of our Employees and organization; s/he sets the strategy, roadmap, and feature definition for the WVC internal-facing digital

product portfolio by analyzing the market and competitive conditions, engaging internal team members, laying out a product vision that is differentiated and delivers unique value based on the needs of our WVC Employees. The Digital Product Manager – Employee Experience will be skilled in all the phases of the digital product management lifecycle, including Discovery and Innovation, New Product Planning, Introduction, and Post Launch Product Management. The position spans many activities from strategic to tactical such as digital product portfolio optimization, value proposition formation, identifying potential digital products; conducting market research; internal research; leverages six sigma

resources; generating digital product requirements; determining specifications, production timetables, costing, and time-integrated plans for product introduction/refinement; and working with the Digital and Information Technology, Strategic Communications and the People and Culture teams to effectively communicate, implement, and achieve Employee adoption of these changes. The ideal candidate will be highly customer-centric and focused on value delivery with experience leading in an Agile environment and comfortable with lean six sigma principles. The position requires the ability to navigate the team culture and organizational landscape by leveraging their influential skills to drive their

internal digital product strategy forward to achieve the desired outcomes.

#### **Duties & Responsibilities:**

- Practices design-thinking to identify employee personas (voice-of-the-employee) and deeply understands their needs, motivations, and expectations to inform the strategy and priorities to digitally enable WVC staff to operate in a fluid, enjoyable, efficient and effective environment that sparks creativity, collaboration, and continuous improvements.
- Sets and champions the vision and strategy for the Employee-facing digital product portfolio, the digital workplace. Owns the digital product roadmap for the digital workplace and prioritizes building what matters most to achieve the strategic goals with a focus on innovation and exploration of minimum viable product concepts to advance the product vision.
- Managing all Employee-facing digital products in the portfolio through the entire product management lifecycle, including the current set of WVC Employee-facing digital products.

- Recommends the nature and scope of present and future digital product Employee experiences by reviewing product specifications and requirements; appraising new product and/or experience ideas and/or product or experience changes.
- Gains a deep understanding of the Employee's needs and desires by specifying the research needed to obtain information that influences the digital product strategy.
- Assesses market competition by comparing the organization's digital product experience to best-in-class digital Employee experiences (not just within the NGO market, but all markets).
- Defines key metrics to measure feature success or failure. Ensure measurement is done on every feature, making confident go/no-go decisions based on the results.
- Defines the release process and coordinates all the activities required to launch a product. This includes bridging gaps between different functions within the organization and aligning all the teams involved.
- Owns the process of generating, developing and curating new ideas. Determines which ideas should be promoted into features because they achieve key objectives for the product line or organization.
- Launches new digital products by analyzing proposed digital product experience requirements and digital product development programs; preparing return-on-investment analyses; establishing and communicating prioritization.
- Ensures consistent operational excellence in the delivery of digital products and experiences to WVC Employees by working closely with the Digital & Information Technology and People & Culture stakeholders to prioritize and execute with excellence.
- Ensure best in class marketing

Keep up to date with changes to market conditions, competition, and industry trends

Keep up to date with Agile/Scrum best practices and trends

**Qualifications:**

- 5+ years of product management experience (preferably digitally native products) and demonstrated experience leading major business initiatives in an Agile environment is mandatory.
- A University degree in business, marketing, or a related field is preferred.
- Creative thinker with the ability to provide solutions that meet customer needs.

- Deep understanding of the role Digital Product Experiences play within the employee experience journey and the digital workplace.
- Detail-oriented with the ability to work independently or as part of a team.
- Able to excel in a dynamic environment while managing several projects simultaneously.
- Strong time management and prioritization skills to realize maximum value.
- Excellent communication skills – both verbal and written.
- Strong ability to influence, inspire, and coach indirect teams.
- Strong analytical skills with the ability to make data-driven decisions especially when needing to make trade-offs.
- Ability to handle criticisms and/or justify decisions. Expects major objections. Has experience navigating through conflicting priorities, turning ambiguity into clarity in a fast-changing environment.
- Demonstrated experience driving change (people, process, system) to support growth.
- Strong presentation skills.
- Able to navigate the organization and influence through indirect leadership and relationship capital.
- Embraces a non-hierarchical approach, modelling transparency, collaboration and trust across the team.
- Other personal attributes: ambitious, assertive, analytical, energetic, enthusiastic, confident, optimistic, inquisitive, persuasive, and motivational.
- Non-profit experience would be an asset.
- We bring life-saving support in times of disaster. We help poor communities to take charge of their futures. We provide small loans and training that boost family livelihoods. We work with policy makers to change the way the world is run. Our Christian faith teaches us that every child, regardless of gender, faith or race, is a precious gift to the entire world - and that their wellbeing concerns us all. We shall never rest while children suffer in situations that can be changed.

*Our Core Values: We are committed to the Poor. We are Christian. We are Stewards. We value People. We are Partners. We are Responsive.*

*Qualified candidates must be able to demonstrate a commitment to the core values and mission of the World Vision partnership.*

World Vision Canada takes our Safeguarding responsibilities seriously and we provide an environment that is safe for our child and adult beneficiaries. We have strong recruitment procedures to make sure the safest and most suitable people work with the children in our programs. We provide our staff and volunteers with ongoing supervision, support and training in their work with child and adult beneficiaries.

World Vision Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Thank you for your interest; however only those applicants selected for an interview will be contacted.

Other details

**Please apply here: <https://can60.dayforcehcm.com/CandidatePortal/en-US/wvc/Posting/View/3269>**