

Product Manager – ReachOut.com

August 2017

Reporting to:	Director of Digital	
Direct Reports:	0	
Status:	Permanent	Full Time
Salary range:	Commensurate with experience & qualifications (~\$95,000 gross p.a. + super. Note: this includes the NFP Fringe Benefit)	
Location:	Sydney	

About the organisation

ReachOut is Australia's leading online mental health organisation for young people and their parents. Our practical support, tools and tips help young people get through anything from everyday issues to tough times — and the information we offer parents makes it easier for them to help their teenagers, too.

We've been changing the way people access help since we launched the world's first online mental health service nearly 20 years ago. Everything we create is based on the latest evidence and designed with experts, and young people or their parents. This is why our digital self-help tools are trusted, relevant and easy to use.

Available for free anytime and pretty much anywhere, ReachOut is accessed by 132,000 people in Australia every month. That's more than 1.58 million each year.

About the role

As the ReachOut Product Manager you will use your passion for the digital world to translate the mental health service vision into engaging digital products. You will shape the product experience and roadmap and deliver the product strategy for our service for young people, leading with the ReachOut.com website. You will also be involved in managing other products such as WorryTime, NextStep and Breathe.

You will manage the development process from ideation, through scoping, design, development, testing, to release, and measurement/optimisation. You will gather input and requirements from other groups including Content, Service Delivery, Evaluation, UX, Technology, Marketing and Fundraising and work closely with them to ensure fast delivery.

Main Responsibilities

Strategic planning

- Lead the development of a product strategy that translates service strategy and objectives into a product roadmap guiding future funding, development and prioritisation
- Develop and lead the implementation of product management frameworks within the organisation



- Keep informed about digital market trends and use customer insights to influence the product vision
- Uncover innovation opportunities by matching user needs with technical tools via prototyping and MVPs

Solution definition

- Build relationships with key internal stakeholders to understand and translate their needs into the right product development initiatives for their service and program areas
- Understand user needs by commissioning and using qualitative and quantitative research
- Balance user needs with organisational goals to ensure the team is creating compelling user experiences that are sustainable and deliver ReachOut's mission

Product Management

- Contribute to the embedding of product management capability across the organisation through education, support and mentoring
- Analyse product performance to identify insights that drive improvement
- Treat every opportunity large or small as an opportunity to innovate and surprise in terms of the quality of the end experience for customers
- Champion continuous improvement and implement new ways of working that benefit the teams and products

Delivery

- Drive the continuous product lifecycle from prioritising features to implementation
- Be the day-to-day point of contact for the product and technology teams, establishing a working model that ensures rapid progress
- Coordinate cross functional teams to develop new features and enhancements
- Complete business requirement's documents for which the Digital team are responsible (e.g. Product Briefs, Business Requirements)
- For major service or product projects, be part of the project team, contributing to the definition of the project scope, goals, resource needs and deliverables that support program objectives
- Identify, engage and manage third party vendors to deliver requirements and statements of work to a high quality and value for money

Budget responsibilities

- Working with the Program Manager, prioritise and recommend investment in features and major initiatives that deliver organisational and service benefits against costs
- Work with the Fundraising team to create compelling cases for support for product development
- Establish, track and stick to agreed budget requirements

Technical

- Contribute in making effective investment decisions in our technology platform choices, by providing clear requirements and for the short and longer term
- Work with the development team to provide the best outcome to meet budget and functional requirements
- Ensure technical solutions integrate closely with the ReachOut.com environment to gain benefits in knowledge sharing, maintenance and technology costs
- Prioritise issues to be resolved by the technology team to ensure minimal impact to our users

Key Relationships

With	Purpose
1. Director of Digital	The Director of Digital is accountable for the Digital team and delivery including product management, development and technology and provides leadership on the development and enhancements of ReachOut's products
2. Program Manager	The ReachOut Program Manager is responsible for the overall ReachOut Youth service including meeting Department of Health requirements and integrating with all our services.
3. UX Researchers	The UX team deliver UX insights for our services and products.
4. Evaluation Manager	The Evaluation Manager develops implements and monitors the evaluation of the service to ensure it delivers positive impact on the mental health of young people.
5. Technology Manager	The Technology Manager manages the internal development team and works with the Product Manager to plan and prioritise development work.
6. Other ReachOut teams	Work with other teams in the organisation including Research, Government Relations, Marketing and Fundraising.

To be successful in the role, you need:

- 3+ years' experience in a digital Product Management role
- 5-7 years' experience working in related digital roles such as development, UX, design.
- Solid working knowledge of current online technologies, including personalisation, data analytics, CMS, SEO, digital marketing and mobile optimisation
- Experience working successfully with UX and UI designers, web developers, graphic designers, software providers and digital agencies
- Experience using data analytics to maximise a product's potential
- To use your attention to detail to identify and manage issues before they become problems
- A demonstrated ability to respond promptly and efficiently to shifting priorities, demands and timelines through analytical and problem-solving capabilities
- A proven ability to develop and maintain cooperation from a wide variety of sources, including leadership teams, team members, partners and stakeholders.
- Strong written and oral communication skills.
- A demonstrated desire to continually learn about digital technologies and how these can apply to the service
- A strong delivery focus and ability to move work through to meet timeframes
- An ability to live ReachOut's values and behaviours

We also think it would be helpful to have:

- Experience in participatory design, agile development, lean product development, prototyping and/or continuous delivery
- Experience working in any one of the subject related fields: (mental) health, service design, web design, technology, research and evaluation.
- Previous experience in projects focused on the design and delivery of social services.