



## Role Profile

The Role			
Role Title:	Product Owner - SFMC (Salesforce Marketing Cloud)  PLEASE NOTE - The role of Product is a generic role that can be tailored to suit a range of systems. This has been written with Salesforce Marketing Cloud (SFMC) in mind.	Reporting to (job):	Head of Data & Insight
Legacy job titles covered by this role profile:	n/a	Jobs that typically report into this role:	N/A
Function / Org Unit	Data and Insight, Customer Engagement, Engagement and Income Generation	Job Number:( <i>to be assigned by Reward</i> )	CE2
Base and travel	HQ, limited UK travel for meetings	Band ( <i>to be assigned by Reward</i> )	UC
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	£50k
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority &	Post holders are required to make decisions on the development of the Society's digital communications tool SFMC. This includes prioritising workload for others.

		Responsibility for Resources	
Working Environment	Office Working		
Role Purpose	<p>The Product Owner is focused on long &amp; short term vision of the product, matching internal business partners' needs and wants with IT/Digital delivery and representing the product to the stakeholders and solution contributor working groups.</p> <p>Product Owner will specialise in continuous process &amp; systems improvement focused on the needs of the business with regards to Salesforce platforms and supporting products.</p> <p>The Product Owner works closely with our internal business partners and internal and external delivery partners to develop a roadmap of solutions needed to align with and support key business priorities. The Product Owner prioritises the request backlog &amp; translates requirements into user stories for developers &amp; business system analysts to implement.</p> <p>The Product Owner needs to translate systems upgrades/changes through to Business Change for all relevant parties.</p>		
Principal Accountabilities	<p>Work across the business to promote, develop and manage a roadmap for Salesforce development including large projects, change/introduction of features and other key updates. This roadmap needs to be continually refreshed to ensure we are keeping up with developing priorities and technology. The roadmap must be prioritised against business needs across impact to our work and our supporters. This roadmap is the only way development can be triaged into any support teams.</p> <p>Postholder will need to identify common business themes and trends and should apply this when refreshing the roadmap.</p> <p>Postholder is required to manage the expectations of many different business teams. This includes clear communication on the status of their requirements and also gathering all salient information for the development team to be able to deliver.</p>		

	<p>Postholder is required to apply business analysis to the initial stakeholder brief and turn it into meaning user stories for the development team to build. Owns the delivery of user stories &amp; acceptance criteria that represents the requirements provided by the business.</p> <p>Postholder needs to effectively negotiate work scope with business partners to align on priorities and delivery of development. Responsible for delivery to plan &amp; basic problem resolution. Works with business &amp; IT stakeholders to prioritize work to be delivered by the delivery teams at a sprint level. Works directly with developers and system specialists on product delivery.</p> <p>Serves as the team's primary (but not only) conduit to their business partner(s). Works with multiple business, IT &amp; Product stakeholders.</p> <p>Looks ahead to identify delivery capability needs based on roadmap &amp; works with management to address them. Anticipates blockers, conflicts &amp; obstacles and escalates appropriately to solve.</p> <p>Guides business partners through the work intake process, highlighting milestones &amp; artifacts and understands the value behind them.</p> <p>Participates in cross-functional initiatives as a delivery component, representing his/her team's work with a small number of dependencies.</p> <p>Participates in feature assessment, requirements gathering &amp; documentation, both internally and externally.</p>
<b>Key Interfaces</b>	<p>The postholder supports all Engagement and Income Generation teams on development of processes. Postholders need to therefore hold good business knowledge of all areas of the directorate so that they can effectively brief the requirements and manage delivery.</p> <p>Postholder will work extremely closely with IT delivery teams to set priorities and workload, so must also hold strong technological skills of Salesforce development.</p> <p>Postholder is the subject matter expert for the business on all things Salesforce. Development of the platform and its supporting products must go through this role.</p>

The role is reliant on cross functionality activity and is required to work with multiple stakeholders and key dependency teams. This means that there are often many teams that need to be consulted and co-ordinated but the post holder is required to provide and deliver solutions for all processes changes, upgrades or issues. This also covers wider than the Engagement directorate as postholder often deal with Finance, IT etc. .

The postholder will hold regular updates with the Senior Leadership team on activity statuses and any potential conflicts or issues. The focus is that the Salesforce platform is developed for business needs to aid with development of income, volunteering, campaigning and overarching engagement with our supporters.

The postholder is required to train all relevant people on the roadmap prioritisation process and ensure they understand their part in the process. No activity can happen outside of this process.

Some projects also require additional support from external agencies and/or consultants. The post holder will manage the relationship with the external support and this includes overseeing of project plans and timelines. The postholder is also expected to work with sector peers to understand and feedback changing activity, emerging trends and opportunities.

The role supports a variety of teams in achieving their priorities, and so the communication needs to be tailored to each of these internal audiences. Communication can be of a technical nature, especially when dealing with data rules and segments and postholders are required to convey complex concepts and practises to a wide variety of stakeholders. Postholder is also required to apply their Influencing and conflict resolution skills to address any arising issues.

The postholder is required to work with a range of stakeholders across the business on the coordination of activity that will impact income, internal processes and supporter satisfaction. This can mean influencing those outside of their home Directorate to understand the wider impact of the project not being delivered. This includes liaising with Head and Assistant Director level.

The activity across Engagement offers a great deal of complexity at each level. The postholder must work across teams to understand all areas and the impact of their activity on other areas, whether that products and processes , whilst trying to implement a consistent approach to our activity.

	There is a high level of responsibility and accountability associated with this role as well as the ability to take a clear, objective and balanced view of priorities and facilitate solutions where challenges arise.
<b>The Person</b>	
<b>Personal Attributes and Key Competencies</b>	<p>Demonstrated expertise of Salesforce products and platforms</p> <p>The ability to work autonomously and collaborate successfully across teams</p> <p>Excellent communication skills with the ability to communicate across various levels</p> <p>Excellent influencing &amp; negotiation skills</p> <p>Well organised and calm under pressure, with a high level of diplomacy</p> <p>Effective decision making skills</p> <p>Strong experience of delivering large scale projects to their agreed success criteria.</p> <p>Excellent problem solving and analytical skills</p> <p>Ability to tailor communication and concepts based on audience</p> <p>A strong influencer up to senior level</p>
<b>Essential Key Skills, Qualifications &amp; Experience</b>	<p>Post graduate degree level education or equivalent experience level</p> <p>Current experience of fundraising, communication and engagement concepts/activity</p> <p>Experience of successfully managing stakeholder relationships &amp; influencing across the organisation and externally up to senior management level</p>

	<p>Significant analytical skills and ability to communicate to various audiences</p> <p>Proven experience with process improvement or transformation</p> <p>Must have the ability to make decisions &amp; recommendations on technology strategies</p> <p>Experience with Agile/SCRUM techniques</p> <p>Knowledge of enterprise applications/modules: CRM, eCommerce, Revenue Systems, Web Applications, Databases (preferably Oracle), SQL &amp; Java</p> <p>Strong knowledge of information technology architecture components, principles, procedures &amp; practices</p>
<b>Desirable Key Skills Qualification &amp; Experience</b>	

<b>Personal commitment to:</b>	<ul style="list-style-type: none"> <li>● Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</li> <li>● Take care of their own health and safety and that of others who may be affected by their acts and omissions.</li> <li>● Uphold the RSPCA's core values</li> <li>● Cooperate with Society policies and procedures</li> <li>● Understand and comply with any Society Code of Conduct.</li> </ul>
<b>RSPCA Core Values</b>	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p><b>We are compassionate:</b> we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p>

	<p><b>We are inspirational:</b> we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p><b>We are committed:</b> we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p><b>We are expert:</b> we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p><b>We act with integrity:</b> we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation			
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>			
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Date Job last evaluated:	March 2022		