

JOB DESCRIPTION



Section 1: General information	
Job title:	Digital Product Owner
Team:	Digital
Department:	Digital, Marketing & Communications
Reports to:	Digital Manager
Section 2: PenCarrie's story and purpose	
<p>PenCarrie's story:</p> <p>With over 30 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 4,000 product lines from over 80 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.</p> <p>PenCarrie's purpose:</p> <p>The distribution partner that enables exceptional customer success.</p>	
Section 3: Purpose and responsibilities of the role	
<p>Main purpose of role:</p> <p>The Digital Team are responsible for an ecommerce website with over 4,000 products and several digital tools & features which help our customers better serve their customers.</p> <p>In this newly created role, you'll be responsible for delivering an industry leading online customer experience to improve key metrics for the business, across our ecommerce site and B2B tools. You will also be involved in website maintenance and back-office projects to improve operational efficiency by helping internal teams achieve their goals.</p> <p>Day to day, you will be collaborating with a team consisting of Project Managers, Analysts, Developers, UX designers & Marketing executives to deliver high quality customer experiences.</p> <p>Main responsibilities:</p> <ul style="list-style-type: none">• Develop & maintain a roadmap, prioritising features & enhancements based on business value, customer need & technical feasibility.• Take a lead role in the development team, attend all Agile ceremonies and ensure you provide the voice of the customer and business to make valuable decisions.• Deliver solutions from inception to launch, including supporting Marketing with creating internal and customer communications.• Write detailed user stories and acceptance criteria the development team can understand.• Work with stakeholders to gather and refine product requirements.• Collaborate with UX designers to create best in class experiences & conduct user testing to ensure solutions meet user needs.• Lead the discovery process; collaborate with teams to conduct market research and user analysis to identify needs and opportunities for your product area.• Collaborate with designers to create prototypes you can test to validate solutions.• Be the SME for your product and act as primary point of contact for stakeholders within the digital steam, wider business and external partners• Create compelling business cases for larger projects that require approval by steering committee.	

- Define key performance indicators (KPIs) to measure product success.
- Communicate product performance insights to stakeholders and make data-driven decisions about product development.
- Work with Digital Manager to develop a product roadmap that outlines the product's evolution over time.
- Continue to make improvements to team processes.

Section 4: Person specification

Knowledge, skills and experience required:

Essential

- Proven experience as a Product Owner for Ecommerce or customer facing digital products.
- Obsession with understanding customer behaviour and pain points to deliver the right solution.
- Technically Knowledgeable – well versed in how websites are built & maintained; aware of new technologies and the potential they provide, quick to understand the architecture and technical constraints of your product area so you are able to understand trade-offs throughout development; ability to translate technical information to non-technical stakeholders.
- Experience using sound prioritisation techniques.
- Comfortable talking to customers to gather insights.
- Analytical mindset – you use data to inform decisions.
- Carry out analysis using data provided by analysts and from analytics tools.
- Understanding of what great UX looks like - you can articulate clearly why a user experience is good or bad and how it contributes to the product.
- Experience using Agile methodologies and Scrum.
- Experience using Confluence, JIRA or other similar tools.
- Fantastic stakeholder management skills and ability to build trusting relationships.
- Exceptional organisational skills with ability to prioritise effectively.
- Highly skilled at both written and verbal communication so that you are well understood.
- Learning mindset – you are curious and seek out new information to improve yourself and others.

Desirable

- Experience improving a B2B digital product
- Previous experience as a Product Manager
- Experience using Jira
- Advanced Excel skills

PenCarrie Values

We're dedicated to customer success

- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

We build strong and respectful relationships

- We create a kind, safe and inclusive workplace where everyone feels they can thrive
- We collaborate to find solutions and build ideas
- We build trust in each other

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- We're prepared to have the difficult conversations, giving and receiving feedback

We look forward and embrace change

- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

We're proud of everything we do

- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

We grow responsibly

- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact
- We give back to our communities



Section 5: Job description prepared by

Job title: Digital Manager

Date: 19 December 2023