

# Position Description



**Alannah & Madeline  
Foundation**

Keeping children safe from violence

Position title:	Digital Licence Product Manager
Department:	Programs
Reports to:	Head of Program Delivery
Job type:	Full time, ongoing
Date:	Jan 2019

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## ABOUT THE FOUNDATION

The Alannah & Madeline Foundation is a national charity protecting children from violence and bullying.

The Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996. In memory of his daughters, Walter Mikac and a small group of volunteers – including Gaye and John Fidler who survived Port Arthur – set up the Foundation, with the belief that all children should have a safe and happy childhood without being subjected to violence. The then Prime Minister launched the Foundation on 30 April 1997.

The Alannah & Madeline Foundation cares for children who have experienced or witnessed violence and run programs which prevent violence in the lives of children. We play an advocacy role and we're a voice against childhood violence.

Our vision is that every child will live in a safe and supportive environment.

The Foundation is committed to Child Safety. Our Child Safe Policy outlines our safe practices for children.

Our values are Caring, Friendliness, Respect, Responsibility, Valuing Difference and Including Others.

## POSITION IN CONTEXT

Reporting to the Head, Program Delivery, the eSmart Digital Licence Product Manager is a member of the Program Delivery team and has accountability to support the delivery of the Digital Licence strategy across the Foundation.

## FREEDOM TO ACT

- The Digital Licence Product Manager works according to the policies and procedures of the Alannah & Madeline Foundation.
- The Digital Licence Product Manager works in liaison/consultation with the Foundation's Marketing team, the Digital Licence Advisor and the Head of Program Delivery.

# Position Description *cont.*



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## MAJOR JOB RESPONSIBILITIES

- Work with the Head of Program Delivery to create and execute the customer-focused product strategy for Junior Primary, Primary and Secondary students.
- Manages the daily requirements and deliverables of the Digital Licence Advisor.
- Continuously monitor and evaluate product performance and recommend actions based on results to enhance the product.
- Gather and prioritise product & customer requirements to continuously improve the offering.
- Develop and maintain productive working relationships with internal and external key funders and stakeholders, including agencies and IT suppliers, to deliver on customer needs and AMF objectives.
- Provide product support relating to technical, customer service and sales issues.
- Translate marketing, sales and support needs into product improvements, resulting in greater profitability of the Digital Licence.
- Accountable for testing the products – Junior Primary, Primary and Secondary - for optimal customer satisfaction.
- Manage product timelines, campaigns and budgets.
- Other tasks as directed by the Head of Program Delivery and the Senior Leadership team.

## KNOWLEDGE, EXPERIENCE AND REQUIREMENTS

- Minimum 2-3 years' experience as a Product Manager/ Online Product Specialist or Digital Product Marketing Manager.
- Demonstrated success defining, launching and maintaining high quality online products.
- Relevant experience in a NFP, education and/or online environment.
- A proven ability to provide customer focused services.
- Strong written skills, including the ability to document business requirements with a focus on the customer experience.
- Demonstrated experience in using technical and data insights to shape and guide product outcomes.
- Experience working in a cross-functional team environment.
- Well-developed communication skills, experience and maturity to relate effectively with internal and external stakeholders,
- A strong work ethic that adheres to the Foundations values, vision and mission, and operates well in a supportive environment,
- A current Working with Children Check and Police Check.