



## Digital Product Lead

### Position Description

#### About the role

The Digital Product Lead is responsible for developing the product roadmap for housinghub.org.au and managing all elements of the website. The Digital Product Lead will identify new product features, undertake co-design, project manage development, undertake user testing and launch new products and features. The Digital Product Lead will get to know about our market and understand the needs of users to inform all product development activities.

The Digital Product Lead will lead a small team who have responsibility for user experience, customer support and paid product delivery to deliver a high-quality experience for users that results in matches between housing seekers and housing providers.

#### About Summer Foundation

Established in 2006, the key aim of the Summer Foundation is to change human service policy and practice related to young people in nursing homes.

The Summer Foundation utilises a range of strategies to influence health, housing, aged care and disability service policy and practice related to this target group.

If you are looking for a career where you can make a difference, work collaboratively with committed and passionate people and have real opportunities for professional development, we encourage you to join our team.

#### Why we exist

The Summer Foundation exists to permanently stop young people with disability from being forced into residential aged care, ensuring people with disability have access to the support required to be in control of where, how and with whom they live.

#### How will we know we've succeeded

This problem can be solved, we are doing legacy work, and we are well on track to achieving what we set out to do. In 5 years we expect the Summer Foundation will have achieved its purpose. We will regard this as '*job done*' when the systems, policy settings and markets consistently enable people with disability to live where, how and with whom they choose; experiencing choice and control equal to people without disability.

#### Our workplace

We have staff working all across Australia, however our head office is located in Box Hill, Victoria. To meet some of our staff and watch a short clip about our organisation, please go to:

[www.summerfoundation.org.au/staff](http://www.summerfoundation.org.au/staff)

The Summer Foundation has flexible and supportive work practices. We encourage and welcome people with lived experience of disability to apply.

## Role details

<b>Position</b>	Digital Product Lead
<b>Team</b>	Housing Hub Social Enterprise
<b>Direct reports</b>	Customer Experience Lead Digital Product Coordinator
<b>Reports to</b>	Engagement Manager
<b>Award Classification</b>	SCHADS Level 6 1.0FTE salary range for position is \$100,000 to \$120,000 + super
<b>Status</b>	0.8FTE to 1.0FTE
<b>Location</b>	Brisbane, Sydney, Melbourne or Adelaide
<b>Last updated</b>	August 2021

## About the team

The Housing Hub Social Enterprise has been established by Summer Foundation to create initiatives to develop the SDA housing market across Australia. We work with Housing Seekers and Housing Providers so that people with disability can find the home that is just right.

We have developed a Housing Hub platform to connect people looking for housing with accessible housing options, a Housing Options Team to provide information, resources and capacity building to people with disability on housing options and a Tenancy Matching Service to identify SDA eligible tenants for new SDA properties.

## Key responsibilities

### Product Development

- Understand the market, competitors and our users to articulate the vision for the Housing Hub and develop product roadmap aligned to users needs and business objectives
- Working with users, internal team and third-party vendors to develop product enhancements and paid products to generate revenue for the Housing Hub
- Investigate new product ideas and innovations that will provide an ongoing improved customer experience and support to achieve business objectives
- Develop a system for ongoing customer feedback and support through user groups who can provide feedback and participate in co-design and testing

### Project Management

- Lead Project management activities for the Housing Hub and ongoing digital initiatives for the Housing Hub Team

- End to End project and Agency Management - briefing, budget, scope to timelines, sign offs, user testing and briefs
- Continually review project scope, timing and budget to identify any gaps or issues
- Extensive stakeholder engagement including with housing seekers, housing providers, continually and regularly at co-design workshops

### **Team Leadership**

- Manage Human Resources effectively across the Team including providing training, coaching and supervision to team members in line with our culture and operational priorities **(see our expectations of Leaders [here](#))**
- Develop KPIs for the team and report back on these regularly using data and take action as required to manage any areas lagging behind target performance
- Foster a positive culture where all team members can contribute and feel valued
- Participate in the Housing Hub Leads development meetings and lead across the team in line with our values and culture

### **General**

- Facilitation and prioritisation of feedback from users and stakeholders (Internal and External)
- Other duties as requested by your Manager
- Management of cost centre budget and associated reporting
- Work with the Business Development team members to coordinate activities and messages
- Participation in regular meetings as required
- Remain flexible to role changes according to relevant skills and experience, changing work environments, work priorities and organisational needs

## **Qualifications, skills & experience**

### **Qualifications**

- Bachelor Degree in Marketing, Computer Science or other relevant field

### **Skills & experience**

- Over 5 years of solid experience in product management
- Experience in developing revenue streams
- Experience of working with external and internal stakeholders, outsourced vendors and development teams
- Experience of creating business and finance models, analytics, pricing, marketing and business reporting
- Experience leading a team to achieve business outcomes and excellent team culture
- Experience in conducting qualitative and quantitative research to make informed business decisions
- Passion for product development and interest in technology, advertising and online market trends
- Passion for achieving housing outcomes for people with disability
- Adaptable to changing environments

## Core capabilities

- Decision Making
- Teamwork
- Communication
- People Management
- Project Management

## Summer Foundation Principles

The Summer Foundation's principles include:

**working as a team** | we understand, respect and support the contributions and experience of our colleagues. We understand how our individual contribution fits, and we feel confident and empowered to make our best contribution. We embrace and value diversity in our workplace.

**a healthy approach to communication** | We come to discussions prepared and ready to contribute. The how, why and by who of decision making is known and understood. The right people are in the right conversations. Our conversations are healthy, respectful, robust at times and safe.

**shared clarity and commitment to purpose** | We all have a strong, shared understanding of our 'why'. Our 'Why' is central to our strategy, decision making and actions.

**working authentically** | People with lived experience are central to our work and we purposefully and professionally incorporate this experience and expertise in our work. We focus closely on the impact of our work, and we strive to always deliver work to the highest standard.

**a smart responsible and considered approach** | We invest in efficient, continuously improving processes, and prioritise time for learning and reflection. We celebrate our successes and promote having fun at work. We work in a way that respects our environment.

## Policies

All staff must comply with the Summer Foundation policies notified to them from time to time. These policies form part of the contract of employment with Summer Foundation and therefore must be read and understood by staff to ensure they are aware of their responsibilities as an employee of Summer Foundation.

## Agreement and acceptance

Employee

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*Signature*

.....  
*Print name*

.....  
*Date*

Manager

.....  
*Signature*

.....  
*Print name*

.....  
*Date*