

Job description

Job title	Product Owner		
Job number	Provided by People Services	Grade	11TP
Directorate	CIO	Department	Transformation and Innovation
Reports to	Head of Digital Innovation	Date effective	June 2026

Purpose

To lead the strategic development, delivery, optimisation, and lifecycle management of digital products and platforms that support A2D priorities, customer outcomes, operational efficiency, and regulatory compliance.

The Product Owner is responsible for shaping and managing digital products from concept through to delivery and continuous improvement, ensuring solutions are customer-focused, data-informed, aligned to business priorities, and deliver measurable value across A2D.

The role will work collaboratively across operational services, technology teams, suppliers, and customers to modernise services, improve accessibility, enhance digital customer experiences, and support A2D's transformation ambitions.

Key responsibilities/ deliverables

- 1. Lead the strategic management and continuous improvement of digital products and platforms across A2D.*
- 2. Develop and maintain product strategies, roadmaps, delivery plans, and prioritisation frameworks aligned to organisational objectives and customer needs.*
- 3. Define and manage product backlogs, user stories, requirements, and delivery priorities using agile and user-centred methodologies.*
- 4. Work collaboratively with operational teams, customers, IT, Data and BI, suppliers, Transformation and Innovation teams to shape product requirements and service outcomes.*
- 5. Ensure digital products and services are customer-focused, accessible, secure, compliant, and aligned to organisational standards and governance requirements.*
- 6. Lead product discovery, user research, testing, implementation, and continuous optimisation activities.*

7. *Monitor product performance, adoption, customer feedback, operational impact, and benefits realisation to support evidence-based decision-making.*
8. *Develop and maintain product performance reporting, KPIs, and benefits tracking mechanisms.*
9. *Support business readiness, communications, training, and adoption activities relating to digital product implementation.*
10. *Identify opportunities for innovation, automation, self-service, and operational efficiency through digital product enhancement.*
11. *Contribute to the development of business cases, investment proposals, and product funding recommendations.*
12. *Ensure governance, audit, reporting, and assurance requirements are maintained across digital product delivery.*
13. *Oversee supplier and partner relationships relating to digital products and services, ensuring value for money, performance management, and contractual compliance.*
14. *Work collaboratively with procurement and finance teams to support technology procurement, contract management, and supplier performance reviews.*
15. *Ensure products support regulatory compliance, customer standards, accessibility requirements, and organisational assurance.*
16. *Promote user-centred design approaches, customer journey mapping, and digital accessibility best practice.*
17. *Support the adoption of agile delivery methodologies and continuous improvement practices across product teams.*
18. *Ensure compliance with audit requirements and addressing audit findings in a timely manner.*
19. *Fulfill Business Continuity roles and responsibilities as defined by team and corporate Business Continuity plans.*
20. *Ensure that key information related to product performance, requirements, risks, benefits, and customer feedback is accurately recorded and maintained.*
21. *Standardise product reporting and data collection processes to maintain consistency, transparency, and reporting quality.*
22. *Establish processes to validate the accuracy and completeness of product performance reporting and associated management information.*
23. *Ensures data quality, integrity, and security within the product management domain.*
24. *Collaborate with the Data and BI Team to implement validation rules and support compliance with organisational data management standards.*
25. *Promote and ensure adherence to health and safety regulations, creating a safe working environment and proactively addressing risks and hazards.*
26. *Contribute to organisational DDATL strategy discussions, innovation activity, and continuous improvement initiatives.*
27. *Act as a subject matter expert for product management best practice, digital service delivery, and customer-focused product design.*

Line management

Direct Reports

None

Indirect Reports

Supplier, project, agile delivery, and implementation resources aligned to digital product initiatives where applicable.

Key internal contacts

- *Head of Digital Innovation*
- *Digital Innovation Team*
- *Change Group*
- *Director of Transformation & Innovation*
- *Heads of Service across operational directorates*
- *Portfolio Management Office*
- *Data & Business Intelligence Team*
- *Procurement & Finance Team*
- *IT Team*
- *Procurement Team*
- *People Services*
- *Service Improvement Team*

Key external contacts

- *Technology suppliers and implementation partners*
- *Software and platform providers*
- *Consultancy and digital delivery partners*
- *Sector benchmarking organisations*
- *Customers and resident groups*
- *Regulatory bodies where applicable*
- *External auditors and assurance providers*

Operating environment/dimensions

<i>Customer Base</i>	<i>A2D digital products and service modernisation initiatives</i>
<i>Job Persona</i>	<i>Hybrid</i>
<i>Delegated Authority Limit</i>	<i>As per Delegated Authorities Guide</i>

<i>Budget Responsibility</i>	<i>Innovation and product budgets as allocated</i>
<i>DBS Level</i>	<i>Basic</i>
<i>Contract Management</i>	<i>Digital platforms, software providers, implementation suppliers, technology contracts</i>
<i>KPIs</i>	<i>Product adoption, customer satisfaction, delivery performance, benefits realisation, digital accessibility, operational efficiencies, service improvement outcomes</i>
<i>Mandatory Training</i>	<i>Safeguarding, Health & Safety, Data Protection, Cyber Security, Equality & Diversity, Leadership & Management</i>

Qualifications and training	Essential	Desirable
<i>Educated to GCSE level or equivalent in Maths and English (Grades A*- C)</i>	Y	
<i>Degree or equivalent professional qualification in Business, Technology, Digital, Product Management or related discipline</i>	Y	
<i>Agile, Scrum Product Owner, Product Management or equivalent qualification</i>	Y	
<i>ITIL, AgilePM, PRINCE2 or related delivery qualification</i>		Y
<i>Evidence of continuous professional development</i>		Y
<i>Social Housing experience or qualification</i>		Y
Knowledge and skills		
<i>Product management and agile delivery expertise</i>	Y	
<i>Customer-focused service design capability</i>	Y	
<i>Knowledge of digital product lifecycle management</i>	Y	
<i>Experience of agile delivery methodologies and product frameworks</i>	Y	
<i>Stakeholder engagement and facilitation skills</i>	Y	
<i>Supplier and contract management capability</i>	Y	
<i>Reporting, benefits realisation, and performance management capability</i>	Y	
<i>Knowledge of digital accessibility and user-centred design</i>	Y	
<i>Analytical and problem-solving capability</i>	Y	
<i>Understanding of governance, cyber security, and data protection principles</i>	Y	
<i>Financial and commercial awareness</i>	Y	

<i>Knowledge of social housing customer services and digital channels</i>		Y
<i>Knowledge of regulatory standards and customer expectations in social housing</i>		Y
Behaviours for success		
<i>Refer to the <u>Behavioural Framework</u> and <u>Guidelines</u> on the Hub and for each behaviour, provide example(s) of how the behaviour needs to be demonstrated in order to be successful in the job.</i>		
Caring by Nature <i>Ensures digital products improve accessibility, usability, and customer experience.</i> <i>Places resident and user needs at the centre of product decisions.</i> <i>Demonstrates commitment to inclusive and customer-focused service design</i>		
Working Better Together <i>Builds collaborative relationships across operational, technical, and supplier teams.</i> <i>Encourages openness, engagement, and shared learning.</i> <i>Works effectively with stakeholders to deliver successful product outcomes.</i>		
Thinking for Tomorrow <i>Drives innovation and continuous product improvement.</i> <i>Uses insight, feedback, and evidence to shape future-focused digital services.</i> <i>Anticipates future customer and organisational needs through strategic thinking.</i> <i>Promotes digital modernisation and continuous learning across A2D.</i>		

This job description outlines the main responsibilities and requirements of the job. Colleagues are expected to comply with reasonable management requests to carry out additional or alternative duties.

Do not delete this statement – a certain amount of flexibility is necessary as the organisation evolves. If you are uncertain about whether any changes are significant enough to create a “new” job – consult your People Business Partner or Adviser.