

Product Owner role: responsible for the product vision and maximizing the business benefit of marketing efforts

Foundational responsibilities in bold

Broad description

Responsible for defining campaign vision, strategy, priorities and overseeing all campaign execution across all activation channels; Works directly with the Digital Marketer in development of digital strategy and optimization of digital assets



Role needs and responsibilities

Manage campaign development	<ul style="list-style-type: none"> <input type="checkbox"/> Defines overall brand strategy and signs-off on overall digital strategy (including campaigns) <input type="checkbox"/> Responsible for end-to-end customer experience and business outcomes <input type="checkbox"/> Scope the MVP, considering existing constraints and sustained development of the product <input type="checkbox"/> Accountable for campaign/ product decisions and sign off sprint results and demonstration <input type="checkbox"/> Decision maker on campaign development and prioritization
Setting targets and work priorities	<ul style="list-style-type: none"> <input type="checkbox"/> Lead sprint planning <input type="checkbox"/> Manage and prioritize the backlog to achieve business goals <input type="checkbox"/> Hold meetings with the team to update the product backlog <input type="checkbox"/> Make sure the team correctly understands the requirements
Digital engagement team development	<ul style="list-style-type: none"> <input type="checkbox"/> The single person accountable for success of team <input type="checkbox"/> Responsible for defining the set of necessary competencies in the team and required upskilling <input type="checkbox"/> Adept communicator and always available to interact with the team
Making data and analytics insight driven decisions	<ul style="list-style-type: none"> <input type="checkbox"/> Continuously manage product backlogs, whilst making or escalating key product decisions - is able and empowered to make decisions <input type="checkbox"/> Understand future trends within the market and system domain <input type="checkbox"/> Deep understanding of users, the marketplace and the competition

Day in the life of a Product Owner

Illustrative

Product Owner

	9:00	12:00	17:00
Monday	Daily Stand Up (DSU)	Lead Sprint Planning	Work to define the brand strategy for the next two quarters
Tuesday	Daily Stand Up (DSU)	Review campaign statistics to sign off on additional funding	Meet a proposed vendor
Wednesday	Daily Stand Up (DSU)	Steerco to present workstream results	Attend Industry Event
Thursday	Daily Stand Up (DSU)	Coach team members for necessary upskilling	Review team's planned demo presentation
Friday	Daily Stand Up (DSU)	Lead Sprint Demo	Listen in on a customer call to understand the market
			Groom the product backlog in preparation for the Sprint Planning session on Monday

? Common issues you may face

- The team doesn't understand how the work they are doing relates to the bigger picture
- You find the team or individuals within the team require more skill development
- You find your campaigns aren't producing the results expected

Who to engage and how to resolve

- Leadership: identify goals that the team can work towards that feel meaningful to the direction of the product or project
- CDA: to coach individual team members using the global standards and how-to guides
- Digital Marketer: to identify where channels or creatives are falling short of expected performance

Legend

- Team Meeting
- Solo Work
- External