

Job Description

Job Title	Web Platforms Product Owner	Grade	3
Department	Digital	Reports	TBC
Reports to	Head of Digital		

Our Values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

The role holder will take a lead in the strategic planning and delivery of APMs web-based customer engagement platform.

Working closely with the Head of Digital, Marketing Team and other departmental SMEs and Stakeholders at all levels of our organisation, you will research, plan and deliver a roadmap of requirements that will achieve APMs strategic Future Customer Experience vision for engagement online.

You will ensure that our web delivery platforms are effective and provide an excellent customer experience, both supporting current functionality and delivering incremental website improvements and value to APM.

Through research, analysis and assessment of customer pain points and stakeholder requirements, you will write and prioritise user stories for use within an Agile / Sprint delivery process, working closely with internal and external development teams to design and develop solutions that will successfully delivery each new enhancement. You will ensure User Stories have well-defined acceptance criteria to support testing activities.

The role requires that you build expert administrative knowledge of our web CMS solutions. Supporting the content creation and analytics functions within our Marketing and Knowledge Teams, you will ensure optimal work processes to create and publish content are in place, and that the technologies to measure customer engagement and management reporting meet evolving business needs.

In this role you will support training users on CMS platforms, SEO best practices and provide ad-hoc support to content creation and publishing teams, if required to support project and platform change initiatives and business continuity scenarios.

As the Web Platforms Product Owner, you will be proactive, organised and have an analytical mind, with a keen interest in learning and developing your knowledge, and that of the APM team members that work to deliver the digital experiences that support our Membership Organisation.

Dimensions & Limits

In this role, you will manage the day-to-day relationship with both in house and remote platform development staff, vendors and agencies.

Scope of ownership includes the apm website delivery platforms (CMS solutions) and digital analytics tools. Specifically excluded is CRM although this role holder would work closely with the CRM Product Owner around integrated online journey development.

Working with the Head of Digital to ensure web roadmap aligns with overall organisational digital strategy, this role can make recommendations but needs expenditure approval.

Key relationships

Internal

- Digital delivery colleagues, senior executives, key stakeholders, SMEs and relevant APM staff.

External

- New and existing third-party suppliers and contractors including digital and technology suppliers.
- APM individual members and followers.
- APM Corporate Partners
- APM Accredited Providers
- APM Volunteering community
- Other relevant vendors

Career development

We are a learning organisation and want our employees to learn and grow during their time with us.

There are many ways in which they can do this:

- Formal training from professional providers.
- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

Product Owner responsibilities

- Ensure development teams understand business requirements by creating user stories and artefacts in the product backlog to the level required for successful delivery.
- Act as the APM lead for stand-ups, sprint planning, backlog refinement, and retrospective sessions.
- Lead and support business owners and SMEs through user acceptance testing.
- Collaborate with APM Stakeholders and development partners/suppliers to plan and deliver a roadmap of value-ranked, impact-assessed user stories.
- Define requirements for change initiatives, ensuring solutions integrate with our web platform supported engagement channels.
- Support the CX|UX analysis of content, user journeys, and A/B or multivariate testing to co-design improved UX/UI or new functionality.
- Collaborate with SMEs to identify website content improvement opportunities.
- Represent users and provide customer-focused digital expertise in projects.
- Ensure development initiatives and projects are delivered on time and within budget.
- Oversee the delivery, testing, and deployment of web platform developments.
- Create accurate documentation and artefacts to support the technology design and delivery process.
- Contribute creative ideas to brainstorming sessions and digital change initiatives.
- Build strong relationships and clear communication channels with SMEs and stakeholders.

Line management and operations

- Manage budgets, technical delivery reporting, technical debt, and delivery against agreed business targets.
- Lead, manage, and motivate a hybrid web platform delivery team.
- Identify and promote training opportunities to develop digital skills among SMEs and stakeholders, providing guidance, mentoring, and commissioning third-party training as required.

- Encourage cross-team and departmental collaboration to ensure effective working practices.
- Cultivate a digital culture, promoting Agile, Design Thinking, and Lean methodologies.
- Be a trusted advisor across the business, contributing to change projects as a creative thinker and problem solver.

Reporting and Optimisation

- Monitor platform and customer engagement performance using analytics tools, working with our insights team to provide recommendations for continuous improvement.
- Prepare regular reports on web platform status and delivery updates.
- Contribute to technical SEO strategies to enhance content visibility and drive organic traffic.
- Maintain high levels of engagement and satisfaction among the Leadership Team and business stakeholders.

Key performance measures

- User stories written and completed to a high standard (% of stories approved by stakeholders).
- A visible backlog covering work for the next 6–12 sprints (reviewed and confirmed by stakeholders).
- Clear and measurable acceptance criteria for all backlog items (% of items meeting this standard).
- Website metrics achieved (e.g., visitor numbers, time spent on site, and conversion rates).
- Successful delivery of Web platform projects and Change initiatives (number of projects / change delivered on time and within scope).
- New products / features suggested and implemented (number and type of products recommended).
- Support given to improve skills and capabilities (number of training or improvement projects supported).
- Organisational targets met (delivery against agreed corporate KPIs).
- Regular and accurate reporting on technical debt over time (% reduction per quarter or sprint).

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A Degree, or demonstrable equivalent career history and experience working in Technology (web platform) delivery management or Digital Marketing Technology field • Proficient in HTML and CSS 	<ul style="list-style-type: none"> • Certified Scrum Product Owner • UX CX Certification • ISTQB Certification • An Association for Project management PFQ or PMQ Qualification
Experience	<ul style="list-style-type: none"> • Web platform related SDLC (+2 years) • Hands-on website CMS and CRM platforms (+2 years) • Business Analysis • Google Analytics and web platform monitoring tools 	<ul style="list-style-type: none"> • Managing remote teams • Writing project documentation • Project Management • Understanding of B2B and B2C markets • Online community and learning solutions

	<ul style="list-style-type: none"> • Applied Agile delivery principles (+2 years) • Delivery of UX and UI improvements 	<ul style="list-style-type: none"> • Professional Membership Organisation experience
Skills	<ul style="list-style-type: none"> • Excellent communication skills with the ability to explain complex technical issues to a non-technical audience • Excellent people management skills • Critical thinking, analytical, technical problem-solving skills • Ability to find tangible solutions to complex issues • A lifelong learning approach to developing new skills • Stakeholder management • Proficient user of Microsoft Office applications • 	<ul style="list-style-type: none"> • Proficient user of Azure DevOps • Proficient user of Jira • Proficiency with SharePoint • Experience of creating reports and dashboards for management reporting • Proficiency using digital whiteboard solutions such as Miro
Behaviour / Competency	<ul style="list-style-type: none"> • Passionate about good customers experience • Problem-solving skills, with a high attention to detail • Adaptable to changing priorities, complexities, and ambiguity; working flexible hours on request • Hands on practical approach, with persistence and determination • Positive proactive approach even when experiencing setbacks • Ability to manage your own and team workload, being responsible and accountable for delivery • Active listener who takes time to understand different perspectives • Decisiveness and proactive. 	<ul style="list-style-type: none"> • A natural ability to build credibility to influence and negotiate with senior stakeholders and drive change in behaviour • Strong commercial acumen and understanding of business value