

# ROLE PROFILE

<b>Position Title:</b> Manager Digital Product Development	<b>Reporting to:</b> Assistant Director Digital Product Development
<b>Business Unit:</b> Consumer	
<b>Division:</b> Digital Commercial	<b>Department:</b> Digital Product Development

## A. ROLE AND CONTEXT

<p><b>Purpose:</b> This role is responsible of leading the web channels of Ooredoo and ensuring top quality &amp; innovative online experience. This includes working closely with App channels into implementing an omni-channel experience covering Design, development &amp; content. The role is also responsible of managing web content and campaigns delivery.</p>	<p><b>Functional Context:</b> Ooredoo's Consumer business unit is a critical part of the company's first line customer facing activities for all consumer product offerings and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. One of the main pillars of the Ooredoo Qatar's strategy is Digital Transformation. The most important element of the Digital Transformation is "Transforming the Core". This means making it easy for customers to find, buy and use our services online. The core focus of this unit is to help the Ooredoo Qatar make it easy for customer to find, buy and use our services online. This means helping them improve their Digital Marketing, Sales and Care skills and execution.</p>
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## B. ROLE ACCOUNTABILITIES

- Actively manage Ooredoo's Design Language Systems to ensure online channels are in sync with Ooredoo's brand guidelines & design principles.
- Manage UX/UI teams to deliver best in practice web journeys.
- Manage content documentation, development, prioritization and content strategy.
- Conduct content audits to identify gaps and redundancies.
- Monitor web journeys performance, analyze customers' behavior and determine best approach to improve reachability, usability and overall adoption.
- Monitor customer feedback on Web through varies channels including CSAT and VOC and identify new opportunities to improve web channels.
- Work closely with App channels to implement a strategic plan to achieve an omni-channel approach across digital channels.
- Create web channels strategy using global practice and latest innovations.
- Work with wider stakeholders in Product, App and Tech teams to implement new products and features on Web channels and ensure the creation and gathering of web requirements.
- Work with development teams to ensure web development are meeting the UX/UI design and acceptance criteria.
- Create a roadmap for key features to be implemented on digital channels with use cases.
- Manage reports covering key achievements related to web performance, campaigns insights and upcoming activities.
- Support with SEO activities to increase web traffic.

## C. SCOPE AND INTERACTIONS

<b>Direct Revenue Responsibility:</b> No <b>Direct Budget Responsibility:</b> No <b>Direct People Management Responsibility:</b> Yes	<b>Primary Interactions (Internal/External)</b>	
	<b>Internal Relationships:</b> Cross Functional	<b>External Relationships:</b> Vendors Business Partners

## D. KEY PERFORMANCE INDICATORS (KPI)

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- Monitor progress of the projects and delivery on-time.
- CSAT, VOC, User ratings & feedback.
- Channel key metrics related to success/failures and overall channel performance.
- Monthly, weekly and daily active users on web.
- Content and web campaigns delivery on-time.

## E. EXPERIENCE, QUALIFICATIONS AND SKILLS

<u>Minimum Experience, Essential Knowledge &amp; Skills</u>	<u>Minimum Entry Qualifications</u>
10 years' experience in a similar role. Experience in building products and features for online channels. Knowledge in using tools such as Wordpress, GA4 and Liferay. Experience in UX/UI design elements. Experience in content writing and management. Experience in SEO. Experience in the Agile process. Project management skills in projects delivery, stakeholders management and problem-solving. Strong communication skills and ability to manage and collaborate with cross-functional teams.	Bachelor's Degree in Business Administration or Computer & Communications or Marketing <u>Preferred Certifications / Other Qualifications</u> Relevant certification in UX/UI, Copywriting, Analytics, Project management etc Certification in Agile/Scrum

<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>	
AGILE/SCRUM	Intermediate	Building Customer Value	Intermediate	
ANALYTICS	Basic	Delivering Results & Fostering Collaboration	Intermediate	
DESIGN THINKING	Basic	Shaping Strategy	Intermediate	
PARTNERSHIPS	Basic	Driving Change	Basic	
TECHNOLOGY ENABLEMENT	Basic	Networking and Influencing Collaboratively	Basic	
		Leading Teams	Basic	
<b>Competency Level (Reference Range)</b>	<b>Basic</b>	<b>Intermediate</b>	<b>Advanced</b>	<b>Expert</b>
	Low >----->	>----->	>----->	>High