

ROLE PROFILE

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

A. ROLE AND CONTEXT

Purpose: The Digital Product Development Manager is a pivotal role within the Digital Product Development team at Ooredoo. This role is responsible for managing the strategic and day-to-day operations of digital platforms (web and mobile applications), overseeing a full-service digital partner team (developers, designers, QAs, etc.), and ensuring the seamless delivery and evolution of digital products. The role is also responsible to ensure operational excellence across digital platforms, manage partner SLAs, lead digital RFPs and contract negotiations, and enforce robust security and compliance standards for all digital integrations.	Functional Context: 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.
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B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> Collaborate with cross-functional teams (IT, business, marketing, and partners) to manage webs and mobile apps development. Ability to breakdown complex requirements into incremental releases utilizing minimum viable products (MVPs) based on data from user research, market trends, and customer feedback. Proven track record in managing the Digital Product Development Lifecycle (DPDL), with demonstrated expertise in UX/UI design, front-end development, digital analytics, data-driven decision making, and ensuring digital channels security. Participate in discussions with Consumer, Technology and other partners to ensure alignment on architecture, APIs, data flows, and integration points. Evaluate third-party integrations and backend systems with front-end of digital channels to ensure security, compliance, and highlight any risks impacting business and digital channels. Manage roadmap prioritization with digital impact and maintain an up to date library including EDDs and resources allocation. Utilize data to prioritize Digital Product Development backlog and work closely with other business stakeholders to plan and initiate Digital Product Development backlog. Participate in sprints and retrospective sessions and ensure action items are assigned to needed digital members. Lead team in release management processes including release planning, release risk & impact analysis and process improvements. Manage the digital operations partner contract, including performance tracking, resource planning, SLA monitoring, and renewal processes. Provide regular reporting on partner performance and cost-efficiency and manage monthly and quarterly meetings with partner. Manage the annual budget for digital operations, including partner costs, licensing, and digital development expenditures. Lead the financial planning process for Digital Product Development initiatives, including CAPEX/OPEX tracking, forecasting, and approval workflows. Identify and implement process enhancements to including agile best practices to improve speed, quality, and efficiency within Digital Product Development.

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• Proactively assess and recommend platforms enhancements including AI, chatbot, automation, or DevOps tools to improve efficiency, user experience and overall improvements on digital operational costs.
• Manage end-to-end creations of any Digital Development RFPs, evaluation and awarding process.
• Monitor platform performance, uptime, and team's ticket closure rate — ensuring customer-impacting issues are resolved promptly.
• Oversee critical aspects like information security, compliance, regulations, Business Continuity Management pertaining to Ooredoo's digital channels.
• Manage Digital Development Consultants including technical team (i.e. developers, QA testers etc....) and designers, participate in onboarding of new members, capacity and resource allocation.

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: No Direct Budget Responsibility: Yes Direct People Management Responsibility: Yes	Primary Interactions (Internal/External)	
	Internal Relationships: Business Commercial Information Technology (IT) Consumer Commercial	External Relationships: Vendors Business Partners

D. KEY PERFORMANCE INDICATORS (KPI)

- Customer Satisfaction Score (CSAT)
- Customers ratings via Digital VOCs, journey ratings & App store rating
- Active Users & Daily Transaction Users
- Uptime/Availability of Digital Channels (Web & App).
- SLAs and partner management.

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills 10 years' experience in a similar role. Strong background in managing digital teams, vendors and service contracts. Experience working in telco, fintech, e-commerce, or digital consumer platforms is a plus. Expertise in web/mobile technologies, APIs, DevOps pipelines, and backend systems. Familiarity with cybersecurity best practices, risk assessments, and compliance frameworks. Demonstrated experience in managing complex contracts, budgets, and vendor relationships. Ability to analyze financial reports, operational KPIs, and budget allocations. Excellent leadership and people management skills. Strong communication and stakeholder management across technical and non-technical audiences. Problem-solving mindset with a focus on innovation and continuous improvement. Requires a strong blend of technical expertise, contract and vendor management experience, and commercial acumen.	Minimum Entry Qualifications Bachelor's Degree in Engineering or Technology or Similar Preferred Certifications / Other Qualifications Agile/Scrum certification preferred (CSM, SAFe, etc.).
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Technical Competencies	Required Level	Behavioural Competencies	Required Level
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CUSTOMER EXPERIENCE	Advanced	Building Customer Value	Intermediate	
TELECOM PRODUCT DEVELOPMENT	Advanced	Delivering Results & Fostering Collaboration	Intermediate	
TECHNOLOGY ENABLEMENT	Advanced	Shaping Strategy	Intermediate	
		Driving Change	Basic	
PROJECT MANAGEMENT	Advanced	Networking and Influencing Collaboratively	Basic	
		Leading Teams	Basic	
Competency Level (Reference Range)	Basic	Intermediate	Advanced	Expert
	Low	>----->	>----->	>High