

Deeson Job Scorecard

Head of Product and Experience Design

Mission.

To ensure that all projects have UX, design and product management leadership as part of a multidisciplinary team, so that our projects are always delivered successfully for our clients, our business and our team members. To be the operational lead for the experience and product design team. To be the agency's discipline lead for product management. To be a member of the senior leadership team at the agency.

Values.

Generosity - Ambition - Curiosity

Competencies.

- **Self-organising** - you take responsibility for your own schedule and workload. You know what's expected of you each week and can confidently discuss competing priorities on your time.
- **Teamwork** - you achieve your goals working with your colleagues and clients - you avoid being the hero and you're never a team of one. You understand the reasons for our baseline standards and you stick to them.
- **Integrity** - you set clear commitments and expectations and you do what it takes to meet those commitments.
- **Resilience and tenacity** - you handle the difficult situations. When faced with a challenge, you step up to solve it and do not wait for others to work it out for you.
- **Sensitivity to others** - you are polite and considerate to client and colleagues and understand that we're all working toward the same goal.
- **Strong opinions, lightly held** - you speak up, but you'll listen to critique with open ears.

Impact outcomes.

1. **You ensure that all projects are delivered with high quality user experience, design work and product management as required as part of the multidisciplinary team approach.**

- a. You ensure all user experience, design and product management activity has appropriate quality control, oversight and review so that it is of the highest quality possible.
- b. You act as senior day-to-day technical expert for resolving complex and tricky product management problems on projects.
- c. You ensure that named team members act effectively as senior day-to-day technical experts for resolving complex and tricky user experience and design problems on projects.

2. You fulfil the accountabilities of chapter lead for the creative chapter.

- a. You ensure the creative chapter sets quarterly goals that ensure we can successfully deliver projects for our clients.
- b. You ensure the creative chapter delivers the agreed quarterly goals.
- c. You provide professional development coaching to members of the chapter and others as necessary in line with agreed professional development plans and as necessary to facilitate the successful delivery of projects.
- ~~d. You act as line manager for user experience, design and product management roles.~~
- e. You successfully onboard new team members so they are effective in their roles at Deeson.
- f. You ensure all team members have ~~effective 1:1s and~~ professional development planning.
- g. You ensure all team members receive appropriate coaching and professional support in line with their roles on projects and their professional development plans.
- h. You undertake day-to-day team co-ordination to ensure the chapter follows Deeson processes and standards.

3. You develop and deliver product strategies and roadmaps for clients.

- a. You engage with the client organisation to set a clear product vision, strategy and roadmap.
- b. You own the strategy behind the product along with its roadmap and win buy-in for it from senior stakeholders.
- c. You conduct user research to gather customer insights and incorporate them into the design, feature prioritisation and requirements for the product.
- d. You understand the market and competitive landscape of the product.

- e. You create, maintain and prioritise the product backlog in alignment with the product vision and goals.
 - f. You identify key performance indicators and communicate progress against these to the client organisation.
 - g. You collaborate with the creative and technical teams throughout development to ensure the end product is of the highest quality and delivers on the product vision and goals.
4. **You take an active leadership role in the agency's growth journey.**
- a. You lead the chapter's contribution to new business (proposals, pitches) and ensure that the work for this is delegated to suitable chapter members.
 - b. You achieve the recruitment goals for the chapter.
 - c. You participate in setting the strategy for the agency and lead how product and experience design forms part of that strategy.
 - d. You manage the team to ensure it is capable, resourced and effective in delivering the services needed to support the agency's current and target proposition.
 - e. You identify and own the solving of complex issues that might stop the agency fulfilling its user experience and design potential.

Objective outcomes.

1. You meet your billable target.

- a. You look forward in Forecast to ensure your planned work is correct and allows you to meet this goal.
- b. You log all work done accurately in Harvest with an appropriate comment.

2. The agency meets its client satisfaction target.

- a. You manage client relationships and expectations so we avoid any unexpected client issues.
- b. You build rapport with clients and make efforts to build strong working relationships.
- c. You challenge the client's preconceptions and assumptions so that we are adding value through our work.
- d. You hold yourself and your teams accountable to a high-quality level.
- e. You deliver to agreed deadlines and budgets.