Product Owner  Digital Marketing Job

Employer Name: Kimberly Clark

SpiderID: 12575587

Location: Neenah, Wisconsin

Date Posted: 5/26/2022

Wage:

Category: Information Technology

Job Code: 837228

The Product Owner is responsible for maximizing product value by articulating and prioritizing the product features for a cross-functional delivery team to develop. The Product Owner ensures the right product is built by the product team in the most efficient manner. They work in an open, collaborative, and approachable manner with the product team to inspire optimal solutions that solve customers problems and challenge the team to find the smartest, most efficient solutions.  
  
Multiple product owner roles exist across digital marketing platforms and business products including consumer experience, web, and eCommerce sites, consumer retention and CRM, consumer interaction and service, content management and syndication, and customer sites.The specific experience of the product owner may allow them to fill this role in different areas over time.  
  
This role reports to a product manager aligned to a platform at a global or regional level and is an equal partner with the engineering manager or architect on the product roadmap and prioritization.The product owner will participate in the planning and management of related budgets.The product owner will lead the build, change, and run tasks, monitor application performance, and understand real-user behavior and needs balanced with business objectives to prioritize the road map. Scope may span brands, or sectors, or business operations, or product features and capabilities.  
  
The product owner understands consumer and business objectives, goals, and requirements to write user stories and acceptance criteria, prioritize the backlog, drive demand into other teams as necessary, and establishes a reliable predictable cadence of releases to production.  
  
The product owner roles in digital marketing must understand and lead complex technical solutions, include privacy by design, security by design, and meet and maintain regulatory compliance.  
  
Our expectations  
  
Work closely with the respective product manager(s) and respective engineering manager(s) or architect(s) to define product features according to product vision, roadmap, and strategy and adoption.  
  
Work with other product managers to prioritize the demand you may inject in to their backlog and are dependent upon to deliver on your backlog.  
  
Actively plans and prioritizes the product feature backlog according to business value and clearly articulates priorities for the product team. Working with the engineering manager balances the need to address technical debt and supports technical innovation in addition to adding product features  
  
Leads the planning of product releases and sets expectations for delivery of new features with stakeholders. Collaborates with stakeholders regarding the correction of defects.  
  
Writes detailed user stories and acceptance criteria at a pace to ensure the product team always has an adequate number of prepared stories to work on. Works closely with the Engineering Manager and team to ensure stories in the upcoming sprint are fully understood and stories in future sprints are well groomed &amp; estimated.  
  
Sets sprint goals in coordination with the product team and drives the team to deliver promised value. Ensures the volume and sequence of work flowing to the product team optimizes team performance and maximizes the value delivered.  
  
Actively participates in Agile ceremonies to provide immediate answers and direction to the product team based on domain expertise  
  
Always represents the voice of the consumer within the team  
  
Facilitates sprint planning and backlog refinement in partnership with the scrum master or coordinates the scrum master responsibilities across the product team.  
  
Creates a sense of common goal for the entire team based on the product vision.  
  
Ensures the entire team understands items in the product backlog to the level needed for them to estimate and commit to work during sprint planning  
  
Works in close collaboration with stakeholders to understand their expectations and helps the team understand how to set up for successful user acceptance testing  
  
Includes the entire team in the discovery backlog and regular design exercises  
  
Coordinates the sprint review with relevant stakeholders, faithfully communicates in the language of the business, and writes new user stories as needed based on customer feedback  
  
Works in close cooperation with the team during retrospectives, with a view to identifying continuous improvement opportunities  
  
Coordinates with multiple parties (product team, vendors, strategic partners, engineering managers, business partners, etc.) to meet the customers priorities while being aware of the insights, needs and constraints of those stakeholders  
  
Provides performance feedback to product team members administrative leaders  
  
Collaborates with other Product Owners as needed to align on release plans and ensure backlogs are in alignment with the overall organizational strategy  
  
Owns the outward communication of product progress and value to stakeholders  
  
Maintains a technical competency in the platform or platforms on which the product is built.

Key Qualifications and Experiences  
  
   
  
B.S. degree or equivalent  
  
5-7years of experience in integrated marketing programs across multiple platforms, specializing in digital consumer experiences and web site production.  
  
Deep understanding and broad experience with multiple functional areas such as CRM, e-commerce, experience management, etc. and practical experience with integrated execution.  
  
Domain knowledge around the product that will be owned utilizing technologies, such as Sitecore, SAP CDC/Gigya, Salesforce Marketing Cloud, Salesforce Ad Studio, Salesforce Einstein products, Google Analytics, Salesforce Interaction Studio, Mulesoft, and other marketing technologies and platforms  
  
Demonstrable ability to translate business needs into requirements and define those in a written format that allows the development teams to align behind the product vision  
  
Outstanding organizational, communication, relationship-building, and collaboration skills at all levels  
  
Sharp analytical and problem-solving skills  
  
Experience as a change agent at multiple levels of an organization  
  
Certified Scrum Product Owner or similar is a plus  
  
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Kimberly-Clark is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, sexual orientation, gender identity or any other characteristic protected by law.   
  
The statements above are intended to describe the general nature and level of work performed by employees assigned to this classification. Statements are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required for this position.  
  
K-C requires that an employee have authorization to work in the country in which the role is based.In the event an applicant does not have current work authorization, K-C will determine, in its sole discretion, whether to sponsor an individual for work authorization.However, based on immigration requirements, not all roles are suitable for sponsorship. This position is subject to drug and alcohol testing, including pre-employment testing.

Start Date:   
  
  
Position Type: Full-Time Permanent  
  
  
Years of Experience Required: 5  
  
  
Education Required: Bachelors  
  
  
Overnight Travel:   
  
  
Vacation Time:

Contact Name: Nancy Robertson

Company: Kimberly-Clark Corporation

Neenah

Wisconsin

Web Site: