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## POSITION DESCRIPTION

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<b>Position:</b>	Digital Product Owner
<b>Location:</b>	Waikato / Work from Home
<b>Business Area:</b>	Digital
<b>Group:</b>	Customer
<b>Reporting to:</b>	General Manager, Customer
<b>Staff Responsibilities:</b>	Nil
<b>Issue date:</b>	31 May 2021

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### Our Role

New Zealand Thoroughbred Racing (NZTR), is the governing body of the thoroughbred racing industry in New Zealand and we represent the interests of thoroughbred industry stakeholders.

NZTR exists to provide the thoroughbred racing industry with leadership and direction by:

- a) Ensuring that the thoroughbred code is effectively administered;
- b) Determining its strategic direction; and
- c) Ensuring its health and competitiveness with other sports and entertainment options.

NZTR is also responsible for developing all racing industry training programmes in New Zealand and operates a number of dedicated apprentice schools across the country.

We are based in Wellington and share the same building as the TAB NZ and Greyhound Racing New Zealand.

Our challenge is to make sure that everything we do meets one simple test - what is best for New Zealand thoroughbred racing.

### Your Role

LOVERACING.NZ is the brand that represents the fans of our sport. The brand proposition is to engage a wider audience in the sport we love, thoroughbred racing.

The Digital Product Owner will champion innovative solutions to continuously enhance the user experience for our current and future fans. They will work hard to support the LOVERACING.NZ marketing team to present, promote and share the stories across our digital assets. This will involve liaising with our third-party vendors and driving improvement through enhancement cycles to shape a first-class digital experience. This exciting role will help shape the way we promote our sport and help to grow our fan base!

## Working Relationships

Internal	External	Boards and Committees
<ul style="list-style-type: none"> <li>▪ Chief Executive</li> <li>▪ GM, Customer</li> <li>▪ All managers and employees of NZTR</li> </ul>	<ul style="list-style-type: none"> <li>▪ Racing Club Managers</li> <li>▪ TAB Trackside</li> <li>▪ External Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>▪ Racing Clubs advisory Groups</li> </ul>

## Key accountabilities

Key result area	Accountabilities
<b>Product Owner</b>	<ul style="list-style-type: none"> <li>▪ Develop channel vision, strategy and roadmap to improve digital engagement</li> <li>▪ Develops, prioritises and clarifies product backlog items</li> <li>▪ Lead reviews of digital experience on LOVERACING.NZ</li> <li>▪ Develops digital standards to ensure consistent brand experience across digital assets</li> </ul>
<b>Support</b>	<ul style="list-style-type: none"> <li>▪ Maintains a library of standard processes and procedures for content management</li> <li>▪ Supporting the LOVERACING.NZ marketing team to execute our fan strategy</li> <li>▪ Supporting Club Digital network to maximise the opportunity of the tenanted network that was delivered in 2021.</li> </ul>
<b>Delivery</b>	<ul style="list-style-type: none"> <li>▪ Co-ordination of delivery across remote delivery teams and third parties</li> <li>▪ Regular communication and reporting on delivery against scope, budget and quality</li> </ul>
<b>Stakeholder management</b>	<ul style="list-style-type: none"> <li>▪ Elicits feedback from and strong advocacy of internal and external stakeholders</li> </ul>
<b>NZTR Health and Safety</b>	<ul style="list-style-type: none"> <li>▪ Ensure health and safety procedures, policies and practices are implemented, followed and understood.</li> <li>▪ Follow all instructions at all times as issued by the NZTR Health and Safety representative from time to time.</li> </ul>

## Skills and Experience

- 2-4 years experience in a similar role
- Product Owner certification highly desirable
- Experienced in the writing of user stories and acceptance criteria
- Project coordination
- User experience, including wireframing and customer journey mapping
- Qualitative analysis and UX research
- UX analysis e.g. Google Analytics
- Reporting