



Example of Digital Product Owner Job Description

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Our innovative and growing company is hiring for a digital product owner. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for digital product owner

- Work closely with the Scrum Master to ensure the smooth day-to-day running of the scrum team
- Maintain a prioritised and clear backlog
- Work with User Experience, Design and IT to design and deliver the optimum customer experience for each development
- Work with web operations, test and analytics to determine the impact of those changes and track performance
- The ability to think strategically and be able to network (across multiple functions, business units, external stakeholders)
- As a digital marketing product owner take responsibility for an experience or campaign from design through to live implementation
- Elicit marketing insights and requirements using interviews, document analysis, requirements workshops, storyboards, surveys, business process descriptions, use cases, scenarios, event lists, business analysis, competitive product analysis, task and workflow analysis, and/or viewpoints
- Spearhead a dedicated digital marketing design and development team through the agile process to deliver new experiences and functionality for our digital marketing initiatives
- Work closely with the Scrum Master to ensure the smooth day-to-day running of the agile team
- Communicate digital marketing vision and design approaches to key stakeholders through presentations, demos and documentation

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- At least 1 years of Agile product owner experience writing business requirements and maintaining a product backlog
 - At least 1 years of experience building and launching applications on mobile platforms
 - Masters Degree in Business Administration (MBA) or Masters Degree in Computer Science or Masters Degree in Interaction Design
 - 1+ years leadership experience working on the product team of a startup company or 1+ years leadership experience working on the product team of a consumer products company
 - 1+ year experience with design thinking and human centered design methodologies
 - 1+ years experience working on mobile payments products