

## Digital Product Manager

Treasury Wine Estates • Melbourne VIC 3000



Base pay  
\$0 - \$0



Work type  
Full time



Contract type  
Not provided

### Job details



Date posted  
**11 May 2022**



Expired On  
**15 Jul 2022**



Category  
**Marketing & Advertising**



Occupation  
**Product Manager & Product Developer**



Base pay  
**\$0 - \$0**



Work type  
**Full time**



Job mode  
**Permanent**

### Full job description

#### Job Description

#### About us

Treasury Wine Estates (TWE) is one of the world's leading wine companies. We know that it's the thinkers, makers and doers who have the most impact as we continue to strive towards being recognised as the world's most admired premium wine company. We are proud of our portfolio of brands that have tremendous heritage, rich quality and a reputation for excellence across the globe. From the iconic luxury of Penfolds, to the broad appeal of Lindeman's and newer brands like 19 Crimes, we are committed to creating memorable wine experiences for our consumers.

#### About the role

Reporting to the Global IT Manager – Marketing and ecommerce, this role is responsible for ensuring digital technologies, platforms and experiences are designed, developed, supported and enhanced to meet TWE strategic objectives. The digital product manager acts as mediator between the consumers, stakeholders and the technical teams, communicating consumer needs and translating those needs into new product features for the team to design.

- Accountable for performance and conversion KPIs related to digital technologies, and continuous optimisation / improvement, aligned to the business plans to deliver positive growth of key KPI's.
- Promote a culture of 'test and learn', leveraging concepts like A/B testing, consumer actions and insights to achieve optimal performance and results from digital technologies.
- IT lead for global and regional business functions across selected digital technologies, 'first point of contact' for new demand and initiatives.
- Develop and maintain strong and productive relationships with business

stakeholders, ensuring that IT is engaged early in the business / campaign lifecycle.

- Develop, manage and regularly communicate (across IT + Business) a 12 month roadmap of key projects, initiatives and enhancements.
- Applying a strong understanding of user research and testing
- Develop basic business cases and funding/benefits plans to secure funding for initiatives, and track/report benefits and goals for each committed scope item through to conclusion.
- Provide training and documentation for end users and IT functions

### **About you**

With proven experience in digital product management and/or digital marketing you will be well versed in delivery of digital marketing and marketing technology initiatives with a clear link to commercial / consumer benefits.

- Relevant experience in digital technologies including but not limited to content management systems, digital analytics, tag management systems, eCommerce, digital asset management etc.
- Strong intellectual capacity, and planning skills and ability to collaborate effectively with diverse global stakeholders using digital channels
- Highly developed communication skills and stakeholder management
- Experience in developing and delivering management presentations.
- Experience in using agile and lean methodologies

### **What's in it for you**

- The opportunity to be bold and make an impact in the world of wine
- Access to the world's most celebrated wines through our employee product allowance
- True flexibility in determining how, when and where you work to achieve your potential
- Global opportunities across Australia & New Zealand, the US, Asia, UK/Europe
- Opportunity to build a career across multiple functions (we're really good at doing this!)
- Structured development programs to support your health, wellbeing and career
- "TWEforME Day" – an additional day of leave each year, for you to do you
- Meeting-free Monday mornings (we all love this!)
- Headquartered in the heart of Melbourne's CBD in glamorous new offices
- Cycle/run to work and experience state-of-the-art end-of-trip facilities

### **Culture**

We bring our whole selves, we're courageous and we deliver together – that's our DNA. We're a passionate bunch who enjoy working together, like to have fun and keep things down-to-earth. We're brave enough and care enough to

have the right conversations to get the best outcome and are famous for our can-do attitude. We're definitely "glass half full" people and see challenges as opportunities and move with pace to achieve our goals.

If you're ready to help us be the world's most admired premium wine company, please apply now!

### **Inclusion and Diversity**

Just like the wide range and variety of brands in our wine portfolio, TWE embraces diversity and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, sexual orientation, gender identity, national origin or on the basis of disability. If you require any assistance to be included in our process, please contact [recruitment@tweglobal.com](mailto:recruitment@tweglobal.com), quoting the job title and reference number.

### **How to apply**

We move quickly at TWE and continually review applications, so if you don't want to miss out, apply today. Note that we prefer to deal with you directly; we haven't briefed a recruitment agency on this role and won't be accepting CVs through any recruitment agency, so please apply directly.

In light of COVID-19, we are frequently reviewing our recruitment processes. Right now, we are conducting all interviews virtually. This is a fluid situation and we will adapt our processes as we need to with any government guidelines or regulations.