Job Description

Job Title	Revenue Operations (RevOps) Product Owner	Grade	3

Department	Corporate Services - Digital Team	Reports	0

Reports to	Head of Digital

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

As a Revenue Operations (RevOps) Product Owner within APM's Digital Team, you will lead the implementation and evolution of Salesforce Marketing Cloud and related tools to drive lead generation, conversion and ultimately revenue growth for APM.

Responsible for our lead capture and conversion capability, you will translate sales and marketing strategies into scalable technical solutions that align with APM's customer engagement, retention and business strategy.

Collaborating across departments, you'll help define and optimise data-driven lead journeys to support both domestic and international growth.

You will achieve this by:

- Partnering and collaborating with the APM Leadership Team and SMEs across the organisation.

- Researching, designing and activating new lead capture, scoring and nurturing solutions.

- Working with our CX|UX team to align lead journeys to our personas and customer engagement journeys.

- Working alongside our Web Platforms Product Owner and our CRM Product Owner to define and prioritise technology solution development.

- Collaborating with our Change, Digital Delivery and Business Intelligence teams to shape and evolve our customer data platform needs and technology solutions

- Implementing, monitoring and refining your new lead capture and retention processes, to grow the APM organisation, both in our established UK environment and as we move into new international markets.

Success will see delivery of lead journeys and retention strategies that grow the value of all key APM revenue generating product streams, establishing yourself as an essential and trusted advisor and partner to our Marketing and Business Development (Sales) teams.

This role does not have any line management responsibilities.

Dimensions & Limits

In this role, you will own and be responsible for researching, design and continuously evolve the ways of working, processes and technologies required to give APM a robust, scalable and effective lead capture and conversion capability.

Scope of ownership and responsibility includes:

- Salesforce Marketing Cloud Platform,

- Mobile Studio

- Customer engagement data (CPD) requirements capture

- Customer data management and segmentation development

- Contributing to APM Change delivery roadmap

- Continuous improvement of APM lead capture and conversion capability

- Delivery support for customer service communications via SFMC

Specifically excluded:

- Ownership of our web platform and core Salesforce CRM development roadmap (this sits with other technical product owners)

- Day to day creation and design of the marketing campaign (this sits with Marketing)

- APM product sales and business growth strategies and tactics (this sits with Business Development)

Key relationships

Internal

- Business Development, Marketing, Client Servicing and Digital team colleagues, senior executives, key stakeholders and relevant APM staff.

External

- New and existing third-party suppliers and contractors including digital and technology suppliers.

- APM individual members and followers.

- Third party contractors and suppliers including design and customer and user experience agencies.

- APM Corporate Partners

- APM Accredited Providers

- APM Volunteering community

- Other relevant vendors

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.

- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.

- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

Campaign Enablement & Automation

- Translate strategic marketing and business development goals into actionable technical solutions that deliver the APM lead capture and conversion capability, while retaining revenue from existing members.
- Responsible for identifying data gathering touchpoint requirements and ensuring this data is available to support lead and retention processes.
- Be responsible for partnering with Business Development and Marketing teams to co-create and maintain APMs lead identification, scoring, and nurturing capability.
- Enable and support Marketing and Business Development in the creation and maintenance of automated lead journeys, including segmentation build, scoring logic, and conversion tracking.
- Support marketing and business development campaign execution through development of data-driven targeting models and CDP segments.
- Support our Client Service (Service Innovation) team with use of Marketing Cloud to deliver service communications.
- Support workshops and working groups to define and refine revenue supporting lead models, funnels, conversion strategy along with the touchpoint and conversion data requirements.
- Contribute creative ideas to brainstorming sessions and Digital change initiatives to generate new customer engagement, and retain existing customers.

Platform Ownership

- Own the configuration and optimisation of Salesforce Marketing Cloud and Mobile Studio platform
- Partner and collaborate with the Salesforce and Web Platforms Product Owners to configure and develop our CRM and Web solutions, to support lead capture and conversion capability.
- Be an escalation point for trouble-shooting and investigation of Salesforce Marketing Cloud issues that cannot be resolved by the IT support team.
- Work with internal teams, Product Owners and external vendors to manage backlogs and prioritise enhancements.
- Participate in agile ceremonies (e.g. sprint planning, retrospectives) and backlog grooming.
- Achieve high levels of engagement and satisfaction from Leadership Team and business stakeholders.
- Be recognised as a trusted advisor across the business. A creative thinker, and a problem solver who can contribute to departmental and corporate change projects and initiatives.
- Help support marketing campaign and service communication delivery on ad-hoc basis, should a need arise.
- Represent Digital on portfolio projects, at both steering and or project level, project dependent

Collaboration & Communication

- You will act as a bridge between technical teams and business stakeholders.
- Collaborate and partner with Marketing and Business Development teams to convert campaign strategies and engagement activities into operational lead journeys that drive revenue growth and retain existing customers.
- Collaborate and coordinate with CX|UX and content teams to ensure cohesive customer journeys that support lead conversion journeys, funnels and strategies
- Grow the Digital Culture and mindset at APM (increased awareness and understanding of data driven lead engagement and conversion strategies and ways of working).
- Collaborate closely with our Business Intelligence and data insights teams, activating on insights and building and maintaining a Customer Data Platform that holds robust, accurate and actionable customer data.
- Support business stakeholders in identifying skill gaps and training needs within their teams.

Reporting & Optimisation

- Collaborate with Business Intelligence (BI) team, to monitor and troubleshoot issues related to lead journey delivery, data sync, and reporting.
- Work with BI team to define and implement reporting frameworks for lead strategy success and conversion journey performance ROI and achievement of other metrics.
- Collaborate with stakeholders to benchmark engagement metrics across channels (web, email, phone, SMS, etc.)
- Analyse findings from reports and dashboard to make recommendations for continuous improvement and optimisation of revenue generation processes.

Key performance measures

- An agreed and continuously improved Lead capture and conversion capability implemented at APM
- Lead capture and conversion rate targets are met or exceeded (in partnership with relevant business teams)
- Organisational KPIs are met or exceeded in collaboration with Marketing and Business Development teams
- Accurate reporting of Lead Strategy performance
- SMEs and Stakeholders at APM support
- Recognised and valued as an advocate for data driven lead conversion strategy to grow and retain customers at APM

Person specification – Revenue Operations (RevOps) Product Owner

Attribute	Essential	Desirable
Qualifications	- A Degree in a Business, Digital Media, or Computer Science, or demonstrable (3-5 year) equivalent career history and experience working as a technical product owner; designing and delivering lead generation and conversion capabilities. - Salesforce Marketing Cloud Consultant / Administrator Certifications	- Marketing Cloud Developer or/and Marketing Cloud Email Specialist certifications - Certified Scrum Product Owner (CSPO) - Association of Project Management PFQ or PMQ - Google Analytics or similar certification - HTML Developer skills
Experience	(2yrs +) hands-on experience with SFMC configuration, automation, segmentation, and journey building. - Customer data platforms (CDPs), segmentation logic, and lead scoring model creation. - Experience in aligning sales and marketing teams to drive revenue growth. - Experience in developing and implementing RevOps strategies and processes.	- Writing project and governance documentation - Value Stream analysis and mapping experience - Website CMS and CRM platforms - Project Management experience - Understanding of B2B and B2C markets - Understanding of agile methods for idea development and implementation - Delivering CX Change within a commercial setting

	- Ability to support campaign execution with data-driven targeting and content alignment - Familiarity with SF Mobile Studio messaging strategies and integration - Lead Journey mapping - Conversion funnel design and execution - Business process analysis and design - Persona application - Lead Journey analysis and conversion strategy delivery - Broad understanding of digital channels and engagement technologies - Working with stakeholders at all-levels of an organisation	- Assessing new technologies for customer engagement and business process improvement - Customer Journey Mapping - Solving complex problems using design-thinking methods and techniques - Applied knowledge of Design Thinking and Lean ways of working

Knowledge	- Knowledge of RevOps principles and best practices.
	- Demonstrable proficiency in managing and segmenting data:
	   ○ AMPscript,
	   ○ data query scripting languages
	   ○ Contact Builder
	   ○ Data Designer
	   ○ Journey Builder
	- data within Marketing Cloud
	- Working with large datasets and complex segmentation.
	- Data Modelling:
	- Understanding of revenue metrics and KPIs.
	- General technology knowledge, including taking an active interest in emerging technology
	- Knowledge of working in Agile environments, participating in sprint planning, retrospectives, and backlog grooming.
		- Change management principles and practices.
		- Appreciation of the work of a professional membership organisation

Skills	- Strong skills in building segmentation logic, and lead scoring models - Ability to drive alignment and collaboration across teams to help them achieve revenue goals. - Critical thinking, analytical, technical problem-solving skills. - Ability to creating reports and dashboards for management reporting - Translating business goals into technical requirements - Prioritising development workstreams - Workshop preparation and facilitation	- Proficiency using digital whiteboard solutions such as Miro - Proficiency with SharePoint - Applying ROI calculation models to prioritise business backlogs

	• High quality verbal and written presentation skills suitable for all levels of the organisation • Stakeholder Management • Ability to multi-task across a range of projects • Ability to finding tangible solutions to complex issues and to translate clearly in non-technical terms • Proficient user of Microsoft Office applications	
Behaviour / Competency	• Passionate about delivering good customer experiences • A lifelong learning approach to developing knowledge and skills • Hands on practical approach, with persistence and determination • Positive approach even when experiencing setbacks • Able to demonstrate initiative and a proactive approach to daily tasks • Able to manage your own workload, taking responsibility for tasks prioritisation • Good listener who takes time to understand different perspectives • Self-motivated and reliable • Able to adapt to changing priorities, complexities, and ambiguity • Decisiveness • Proactivity • Relationship building • Results orientation • Technical and professional expertise	• A natural ability to build credibility to influence and negotiate with senior stakeholders and drive change in behaviour • Strong commercial acumen and understanding of business value