

## About the role

### Proposed Role

Product Owner- Customer management

### Location and hours

Bristol, London or Edinburgh

35 hours per week

Hybrid working with minimum 3 days per week in the office

### Band

Expert

### What you'll be doing

Motability Operations is seeking an experienced Product Owner to become an integral part of our Agile development team.

In this role, you'll play a key part in **driving the implementation and evolution of CRM capabilities and customer communication strategies**. You will work cross-functionally to enable smarter, more personalised customer interactions through CRM systems, push notifications, in-app messaging, and other communication tools.

Acting as a liaison between stakeholders and the development team, you will translate the product vision into a prioritised & actionable backlog that maximizes business value while ensuring to addresses customer needs.

### About you

- You have a strong background in product ownership or management within an Agile environment.
- You have proven experience delivering CRM implementation projects (e.g., Salesforce, HubSpot, Braze, Iterable, Dynamics 365, etc.).
- Hands-on experience in managing or integrating communication channels such as **push notifications, email, in-app messaging, and SMS**.
- Familiarity with **customer engagement analytics and performance metrics**.

You possess a deep understanding of Agile methodologies and have experience managing product backlogs and developing user stories. Your analytical mindset allows you to assess & make data-driven decisions how to deliver features that maximise customer and business value against KPIs.

You are passionate about delivering high-quality products that enhance customer experiences, and you thrive in collaborative environments where you can inspire teams to achieve their best work.

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## Main Responsibilities

### Ownership & Authority over the Backlog:

- Oversee and manage the product backlog using prioritization frameworks such as MoSCoW, RICE, Value/Effort, Weighted Shortest Job First (WSJF) etc.
- Ensure the backlog reflects customer needs, business value, and strategic goals.
- Continuously groom the backlog & refine backlog items to adapt to evolving requirements.
- Manage your product team's Run and Evolve mix and make suitable prioritisation decisions based on capacity, velocity, value, effort and risk etc.

### User Story Development:

- Develop clear and concise user stories with well-defined acceptance criteria that guide the development team in delivering features aligned with customer expectations.

### Stakeholder Collaboration:

- Serve as the primary point of contact for stakeholders, gathering input and feedback to ensure alignment with product goals.
- Effectively communicate a clear product vision and roadmap to all relevant parties.
- Work closely with the Product Manager to help turn a strategic roadmap into a groomed, prioritised and actionable backlog

### Customer Engagement:

- Actively engage with customers to gather insights and feedback that inform product development and enhancements.

### Development Team Leadership, Representation & Point of Escalation:

- Provide ongoing leadership to the development team by clarifying requirements and answering questions throughout the development process, ensuring customer needs are understood and addressed.
- Support the team to triage any production issues to ensure business impact is understood and fix is prioritised accordingly

### Lead Key Agile Ceremonies (Sprint Planning/Review etc):

- Drive Sprint Planning/Review ceremonies to set goals and priorities for each iteration.
- Review completed work during sprint reviews to ensure it meets acceptance criteria.
- Ensure the team is prepared to Present and Demo their work at Sprint Reviews/Tribe Sync's/Showcase days etc, supporting to articulate the problem statement faced, solution proposed, and value added as well as what's coming up in subsequent sprints

### Customer Advocacy & User Obsession:

- Represent the voice of the customer in all product decisions, advocating for their needs and ensuring that products deliver maximum value.
- Be user obsessed, making sure we are solving the right problems in the right way for our users as you strive to achieve product & business goals.

### Performance Tracking & Optimisation:

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- Monitor & report on product performance against key performance indicators (KPIs) such as capacity, velocity, cycle time, lead time etc
- Gather insights to help drive iterative continuous improvement within the development team that enable the team to ship better products, quicker.

## **Cross-Functional Collaboration:**

- Collaborate closely with cross-functional teams, including marketing, design, engineering, and quality assurance, to ensure successful product delivery.

## **Market Research:**

- Stay informed about industry trends and competitor products to identify opportunities for innovation and improvement within our offerings.

## **Facilitate Communication:**

- Ensure effective communication within the Scrum team and across departments to foster collaboration and resolve any impediments to progress.

## **Minimum criteria**

- Demonstrable experience as a Product Owner or in a similar role.
- Proven experience in managing/prioritising product backlogs and developing user stories
- Strong understanding of Agile methodologies (Scrum preferred), including participation in ceremonies incl sprint planning and reviews
- Excellent verbal and written communication skills
- Ability to work collaboratively with cross-functional teams
- Familiarity with common product management tooling incl JIRA, Confluence & Miro
- While a technical background is not expected, you are expected to have knowledge/experience of the software development lifecycle

## **Who you'll be working with**

You'll be working closely with the Product Manager & your development squad consisting of cross-functional colleagues from Engineering, Data, Scrum Masters, Business Analysts & UI/UX.

## **We're Motability Operations**

### **About us**

We're the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers' mobility in a fast-changing world. We're the UK's largest car leasing company and we help over 860,000 people get on the road.

We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs.

### **What we do**

We lease a wide range of tailored mobility solutions to people who receive one of the Government's qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We

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take care of their insurance, breakdown, servicing and more, as part of our worry-free package.

At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.

The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10.

## How we work

We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](#) to find out more.

We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.

## Our beliefs and values

We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.

We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.

Our values are at the heart of everything we do:

- We believe no one should be left behind → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

## What we can offer you



**Pay:** competitive salary, with a yearly discretionary bonus, based on your performance



**Holiday:** 28 days, and you can buy and sell days



**Pension:** 15% non-contributory pension (9% during probation)



**Health and wellbeing:** Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme



**Development:** A library of internal training on our myLearn platform



**Family friendly:** We have competitive family leave policies



**Diversity and inclusion:** We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access

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**Helping our community:** One volunteering day each year, and access to volunteering platform Neighbourly



**Schemes:** Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers



**Other, voluntary benefits:** charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office