

Job Title: Digital Product Lead

Salary Range: \$2759.19 - \$3818.52 semi-monthly

Term: Permanent, full-time position

Location: Regina or Saskatoon

Tourism Saskatchewan is looking for a versatile, forward-thinking professional with a passion for creating exceptional digital products. We are seeking a highly skilled Digital Product Lead with a unique skillset to join our team. The ideal candidate will possess a broad range of skills and experience across the complete domain of digital product management, as well as deep expertise in a relevant discipline such as Customer Experience Design, Agile Development Processes, or Product / Project management. The Digital Product Lead will play a critical role in guiding the development and growth of our data-driven, personalized websites, promoting Saskatchewan as an exciting travel destination, and helping build success of the Saskatchewan tourism sector. This position can be based in Regina or Saskatoon.

Reporting to the Executive Director of eBusiness and Technology, the duties of this position are:

- Lead collaborative and multidiscipline Digital Product Teams with representatives from across Tourism Saskatchewan, external partners and stakeholders.
- Continually evaluate and improve digital product functionality and customer experience.
- Coordinate and collaborate to develop digital product visions and strategic directions.
- Manage product development, improvement and operation through day-to-day decision making and collaboration with cross-functional teams including engineers, developers, designers, content editors, marketers and business / subject matter representatives.
- Lead continuous improvement of the organization's digital products by coordinating customer-centred idea generation for feature and functional improvements that deliver increased value, including specifically documenting user stories and acceptance criteria.
- Develop plans and coordinate with staff and agencies of record to undertake research and user testing to ensure digital experience is aligned with customer needs and expectations.
- Develop, maintain and oversee product roadmaps, release schedules and feature backlogs.
- Coordinate with our Planning and Research division to ensure product strategies are backed by research and aligned with customer needs and expectations.
- Work with staff to develop and maintain user personas for use in feature development, content development, marketing activities, and metrics definition.
- Coordinate efforts with team members to ensure appropriate metrics and analytics have been defined and implemented to gauge overall performance and success of the digital products.
- Work as an internal project manager on projects stemming from product development and product improvement activities.
- Represent Digital Product Teams by providing updates, progress and results to the Product Steering Group, internal executive members, and others as required.

- Work with the Product Steering Group to resolve team resource issues, conflicts or roadblocks that may impede the successful operations of the Digital Product Teams.
- Contribute to the planning and implementation of marketing and destination development strategies.
- Responsible for management of budget related to digital products and resources.
- Perform other duties incidental to the work described herein.

The knowledge, skills and abilities required for this position are:

- Possess a post-secondary degree in a field such as computer science or marketing, or a relevant combination of education and experience.
- Previous experience leading digital projects that merge strategy and tactics to achieve successful outcomes is required.
- Must possess a broad knowledge of software, web development and supporting web and marketing technologies.
- Knowledge of market segmentation and persona development and use is required.
- Effective verbal and written communication to both technical and non-technical audiences is required.
- Must be able to lead effectively through influence and persuasion where no formal reporting authority exists.
- Must be able to build effective working relationships with others inside and outside the organization.
- Be able to lead and execute projects under limited supervision.
- Have superior organizational, project management, and change management skills.
- Possess keen attention to detail.
- Demonstrate consistent ability to meet deadlines while producing quality work.
- Ability to facilitate group processes to successfully implement technological change and business transition within the organization.
- Ability to quickly learn and understand complex functions.
- Experience using Digital Experience Platforms is an asset.
- Passion for optimizing customer experience and delivering innovation in digital world.

This position is advertised internally and externally concurrently.

Please submit your resume by **9:00 a.m. on Monday, June 5, 2023**, to:

Joan MacPhail
 Executive Director, Human Resources
 Tourism Saskatchewan
 189-1621 Albert Street
 Regina, SK S4P 2S5
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