 <b>WOKINGHAM BOROUGH COUNCIL</b>	<b>Job Description</b>		Job Reference
			<Insert the post number>
Job Title	Digital Product Owner-CRM		
Service	Chief Executives Office - Digital, Data and Technology	Team	Digital Innovation
Location	Hybrid - Shute End, working from home		
Reports to	Service Manager – Digital Innovation		
Responsible for	CRM Business Analyst x2, Grade 8 (FTC) Specialist – Microsoft Developer x 1, Grade 10 Microsoft Developer x 1, Grade 8 Lead Software Development Engineer in Test x 1, Grade 9 (FTC) System Tester x 1, Grade 8		
Grade	Type of position:		Date
11	Fixed Term Contract, 12 months  Full Time		23/01/2025
<p>This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.</p>			
<p style="text-align: center;"><b><u>Service Purpose</u></b></p>			
<p>The Digital, Data and Technology service is responsible for is responsible for the creation and delivery of the Councils Digital and Technology Strategy and fulfilling the digital ambition of the Council, including the adoption of technology to improve the customer experience.</p> <p>The Digital, Data and Technology service is made up of the following Service areas:</p> <ul style="list-style-type: none"> <li>- Operational IT and Project Delivery, responsible for the delivery of end user technology and application services along with delivery of all technical projects.</li> <li>- IT Infrastructure, responsible for security, maintenance and optimisation of the Councils server and network estate that underpins the technologies the Council uses.</li> <li>- Digital Innovation, responsible for Digital delivery including development of the Councils CRM and inhouse developed applications. Responsible for identifying and implementation of digital tools specifically with regards to Artificial Intelligence and Automation.</li> <li>- Data Engineering and Science of the Councils data assets</li> </ul>			
<p style="text-align: center;"><b><u>Purpose of the role</u></b></p>			
<p>The CRM Digital Product Owner will drive end-to-end digitalisation within Wokingham Borough Council by strategically leveraging the CRM system to transform service delivery, enhance operational efficiency, and maximise digital benefits. This role is critical in orchestrating a comprehensive digital transformation approach that streamlines customer interactions, reduces manual processes, and creates a more responsive, user-centric local government experience through intelligent technology implementation and continuous improvement.</p> <p>Additionally, the role encompasses leading and developing the CRM product team, fostering a culture of innovation, continuous learning, and high performance to support the council's digital transformation objectives.</p>			

## **Main Accountabilities**

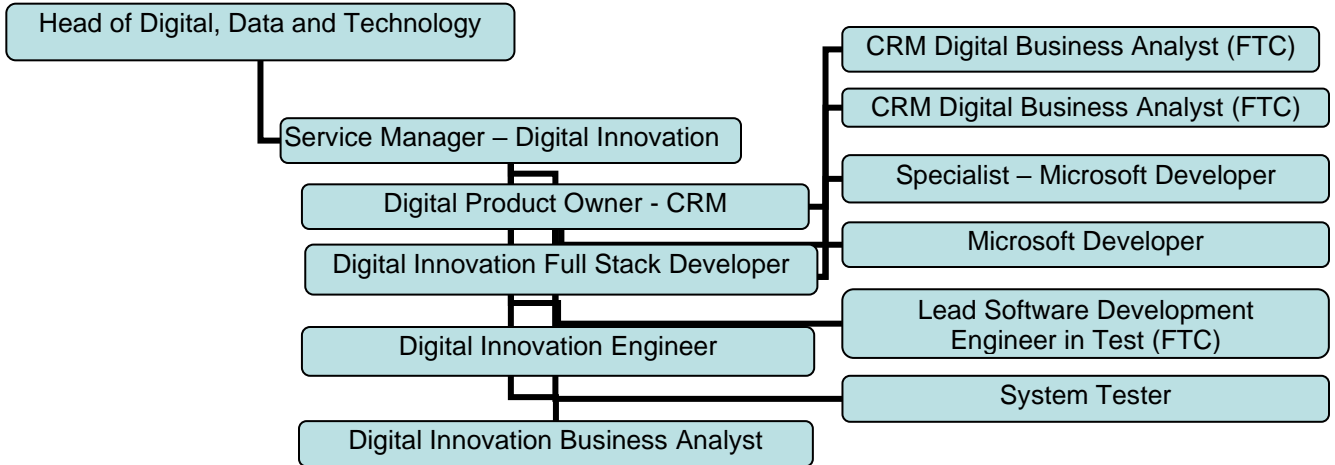
<A list of the main responsibilities and duties to be undertaken set out broadly in order of importance and in a logical order. These should be described clearly. Activities carried out by the job holder must be distinguished from those which they have to see that others carry out. >

1	<b>Product Strategy and Roadmap</b>  Develop and drive the strategic vision for the CRM system, creating a comprehensive roadmap that aligns with the Council's digital innovation and transformation objectives. Establish clear OKRs, lead on a Centre of Excellence, and continuously evolve the product to meet service and customer needs. Demonstrate flexibility, adaptability and creativity in CRM solutions, maintaining a keen eye on extensibility and interoperability across the Council's digital ecosystem.
2	<b>Business Analysis and Requirements Management</b>  Support and conduct analysis of business requirements and challenges, transforming complex service needs into actionable digital solutions. Prioritise and scope development initiatives, ensuring that the CRM system delivers tangible operational improvements and enhances user experience across Council services.
3	<b>Stakeholder and Supplier Management</b>  Proactively engage with internal and external stakeholders, fostering collaborative relationships that support digital innovation. Manage the CRM solution supplier, facilitate cross-sector knowledge sharing, and maintain transparent communication about product development progress.
4	<b>Governance and Compliance</b>  Implement robust governance frameworks that ensure regulatory compliance and best practices in digital design and delivery. Apply Agile and Lean methodologies to drive efficiency, track benefits realisation, and maintain a strategic approach to system development and implementation.
5	<b>Digital Transformation Leadership</b>  Support and work with the Digital Innovation Service Manager to find and deliver efficiencies, savings, and demand reduction across the organisation through digital innovation. Champion the digital innovation and transformation agenda, ensuring alignment with Corporate and Digital Innovation strategic objectives and priorities. Identify opportunities for service digitalisation, promote a culture of innovation and continuous improvement, and demonstrate the value of technology-enabled service delivery across the Council.
6	<b>Technical Project Management</b>  Lead and oversee technical CRM projects through their full lifecycle, from inception to delivery and benefits realisation. Demonstrate strong capabilities in managing technical dependencies, resource allocation, and risk mitigation while maintaining focus on business outcomes. Utilise Agile methodologies to effectively coordinate cross-functional teams, manage sprint planning, and ensure successful delivery of technical solutions that align with the council's digital transformation objectives. This includes understanding technical architecture decisions, evaluating technical feasibility of proposed solutions, and ensuring proper documentation and knowledge transfer throughout project delivery.
7	<b>Team Management and Development</b>  <b>Team Leadership and Culture</b>

	<p>Lead the CRM product team by creating a collaborative, innovative environment that supports professional growth and digital transformation. Foster a culture of continuous learning, knowledge sharing, and high performance aligned with council objectives and ways of working.</p> <p><b>Talent Development</b></p> <p>Provide targeted mentorship and professional development opportunities for team members, focusing on enhancing technical skills, agile methodologies, and business analysis capabilities. Implement individual development plans that support career progression and build core competencies in digital service delivery.</p> <p><b>Performance Management</b></p> <p>Establish clear performance objectives, conduct regular 1-1's and performance reviews, and provide constructive feedback. Use OKRs and key performance indicators to measure individual and team contributions to the council's digital transformation goals.</p> <p><b>Skills and Capability Building</b></p> <p>Drive skill enhancement through targeted training, external workshops, cross-functional collaboration, and exposure to emerging digital government technologies and best practices. Encourage team members to participate in sector knowledge-sharing networks.</p> <p><b>Team Collaboration and Engagement</b></p> <p>Create mechanisms for cross-functional collaboration-internal and external, regular knowledge-sharing sessions, participation in broader digital innovation sessions, and opportunities for team members to contribute to strategic digital initiatives beyond their immediate responsibilities.</p>
8	
9	
10	
<b>Supervision Received</b>	<p>The role will report to the Service Manager - Digital Innovation, the supervision will focus on strategic alignment, performance oversight, and professional development. This involves:</p> <ul style="list-style-type: none"> <li>▪ Providing strategic direction and context for digital innovation and transformation initiatives</li> <li>▪ Setting performance expectations and OKRs</li> <li>▪ Conducting regular performance reviews and career development discussions</li> <li>▪ Offering guidance on complex stakeholder management and strategic decision-making</li> <li>▪ Supporting escalation of high-risk or cross-departmental challenges</li> <li>▪ Ensuring alignment between CRM product strategy and broader council digital innovation and DDaT objectives</li> </ul> <p>The supervision model will be collaborative and supportive, balancing autonomy in day-to-day product management with strategic oversight and organisational integration.</p>
<b>Supervision Given</b>	<p>CRM Business Analyst x 2 (FTC)  Specialist – Microsoft Developer x 1  Microsoft Developer x 1  Lead Software Development Engineer in Test x 1 (FTC)  System Tester x 1, Grade</p>

	<p>As the CRM Product Owner, direct line management of the team will focus on operational leadership, performance management, and technical oversight. This involves setting individual and team performance objectives, conducting regular reviews, and providing day-to-day guidance on technical design, implementation approaches, and quality assurance across the CRM Business Analysts, Developers, and Testers.</p> <p>The supervision approach will emphasise team development, workflow management, and stakeholder communication. The role will allocate work, manage team capacity, support skills enhancement, and represent the team's capabilities and achievements in broader organisational discussions. This includes fostering a collaborative team culture, promoting knowledge sharing, and ensuring the team's technical and strategic alignment with the council's digital innovation and transformation goals.</p>
<b>Contacts &amp; Working Relationships</b>	<p>The CRM Product Owner will engage extensively with all internal departments (including but not limited to: Digital, Data and Technology (DDaT), Customer Services, HR, Housing, Adult Social Care, Children's Social Care, Legal and Finance), Netcall (CRM solution supplier), and peer Local Authorities using Netcall's platform for collaborative insights and best practice sharing. External engagement will include national government digital transformation units (DSIT, CDDO, GDS), regional council networks (SOCITM, LGA), and community stakeholder forums. Communication will focus on CRM system development, technology integration, regulatory compliance, and collaborative innovation, ensuring the CRM strategy meets diverse user needs and supports Wokingham Borough Council's digital innovation and transformation objectives.</p>
<b>Management of resources or budget</b>	<p>Netcall CRM</p>
<b>Special Factors</b>	<p><i>This role requires some flexibility in working arrangements, including:</i></p> <ul style="list-style-type: none"> <li><i>• The ability to travel to various locations within and outside the borough of Wokingham</i></li> <li><i>• Occasional requirement to work outside standard hours to support critical or emergency requirements</i></li> <li><i>• Potential attendance at national conferences, workshops, and/or networking events</i></li> </ul>

### Organisation Chart



### Person Specification

Focus on describing the qualifications, skills, knowledge and experience an individual will require to successfully undertake the role. These should be split between essential and desirable.

Qualifications	Essential	Desirable
<i>Detail the levels of educational achievement and vocational training necessary to carry out the duties of the post. Include level, depth or standard of qualification.</i>	<ul style="list-style-type: none"> <li>– Proven experience in local government digital transformation</li> <li>– Demonstrable track record of successful CRM product ownership</li> <li>– Agile and Lean methodology knowledge and experience</li> <li>– Substantial knowledge of UK local government digital services</li> <li>Minimum 3 years of relevant professional experience</li> </ul>	<ul style="list-style-type: none"> <li>– Product Management Certified e.g. Product Management Certification (BCS)</li> <li>– Agile certification preferred e.g. PMI Agile Certified Practitioner (PMI-ACP)</li> <li>– Lean certification preferred e.g. Six Sigma, Lean and/or Kaizen Practitioner</li> <li>– Business Analyst Certified e.g. BCS Diploma in Business Analysis</li> </ul>
Technical Skills.	Essential	Desirable
<i>List the technical skills and level of proficiency required to carry out the role.</i>	<ul style="list-style-type: none"> <li>– Advanced CRM product management skills</li> </ul>	<ul style="list-style-type: none"> <li>- Experience with API and RPA development and integration,</li> </ul>

	<ul style="list-style-type: none"> <li>– Strong business analysis capabilities</li> <li>– In-depth knowledge of CRM capabilities</li> </ul>	<ul style="list-style-type: none"> <li>preferably Netcall</li> <li>- Familiarity with Omnichannel and CRM AI capabilities, preferably Netcall</li> <li>- Proficiency in CRM low code; preferably Netcall</li> <li>- Knowledge of cloud infrastructure technologies (Azure, AWS)</li> <li>- Knowledge of CRM system architecture</li> </ul>
<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
<i>List the areas of knowledge in which the post holder would have to be proficient to carry out the duties of the post, detailing the specific area of specialism and any related professional and/or legislative frameworks.</i>	<ul style="list-style-type: none"> <li>– Managing and developing teams in digital environments</li> <li>– Stakeholder management</li> <li>– Effective communication</li> <li>– Customer experience design</li> <li>– Data protection and information governance</li> <li>– Supplier and contract management</li> </ul>	<ul style="list-style-type: none"> <li>– Knowledge of UK Government transformation and efficiency agenda.</li> <li>– Strategic and systems thinking</li> <li>– Collaborative leadership</li> <li>– Regulatory compliance in local government</li> <li>– Benefits realisation tracking</li> </ul>
<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
<i>Detail the level of experience required of the post holder.</i>	Listed above	Listed above
<b>Other</b>	<b>Essential</b>	<b>Desirable</b>
<i>Detail any specific requirements not covered by the above.</i>	<ul style="list-style-type: none"> <li>- Continuous learning mindset</li> </ul>	<ul style="list-style-type: none"> <li>- Strong networking capabilities</li> <li>- Broader digital technology awareness</li> <li>- Problem-solving orientation</li> <li>- Inclusive design e.g. ensuring products work for all individuals, incl. those with disabilities</li> </ul>

Completed by:		Date:

REMEMBER: DELETE THE INSTRUCTIONS BELOW THE CRITERIA TITLES  
BEFORE SENDING TO HR