

## JOB DESCRIPTION

# DIGITAL PRODUCT OWNER



<b>JOB TITLE:</b> Digital Product Owner	<b>DURATION OF POST:</b> Permanent
<b>REPORTING TO:</b> Head of Digital	<b>WORKING HOURS:</b> 9-5
<b>DEPARTMENT:</b> Digital (Technology)	<b>START DATE:</b> ASAP

### Role Overview

We are looking to appoint a Product Owner responsible for delivering of a series of innovative development initiatives across our digital products at the world-renowned Home of Golf.

The ideal candidate will showcase a proven track record in digital product management within web and app environments, with a demonstrable ability to deliver a feature roadmap. While we welcome applicants from diverse backgrounds, those with prior experience in sports, entertainment venues, or products/services with a focus on exceptional customer experience will be especially appealing.

Strong leadership support within St Andrews Links, clear strategic objectives, and an ambition to drive industry transformation make this an extremely exciting time to join our team. For the right candidate, we can offer on-site, flexible or hybrid working arrangements for this role, with regular travel to our office in St Andrews (Fife, Scotland) required.

### Key Duties & Responsibilities

#### Define The Opportunity

- Collaborate with the broader team to identify, define and prioritise new features.
- Be a source of new ideas fuelled by a deep understanding of our digital vision and the evolving landscape of the golf hospitality industry.
- Utilise quantitative and qualitative data to identify areas to improve the golfer's experience.
- Work with our marketing team to craft positioning and messaging that sets us apart.
- Research emerging technologies and propose ideas for technical or operational improvements.
- Establish consensus on the key performance metrics success should be measured against.
- Continuously monitor product performance, crafting an Optimisation roadmap for ongoing refinement.
- Contribute to the digital strategy through definition and clear articulation of business and user requirements.

**THE HOME OF GOLF LIMITED**

Pilmour House, St Andrews, Fife, KY16 9SF, Scotland  
Company Number: SC198094

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## **Develop The Idea**

- Participate in all phases of the product development process; requirements gathering, design feedback cycles, drafting user stories/development tickets, and conducting user acceptance testing.

## **Deliver The Product**

- Oversee day to day delivery of your product's roadmap & backlog.
- Maintain daily communication with our development partners to track progress, address issues and manage releases.
- Perform rigorous acceptance testing, identifying issues and prioritising bugs to ensure UX and overall build quality are to exemplary standard before any release.
- Conduct usability testing and feedback workshops with golfers
- Share regular status updates on your product's progress.
- Run product demonstrations and training with stakeholders, collating feedback into the development cycle.
- Maintain lines of communication across the organisation to ensure alignment on feature development and prioritisation.

## **Experience, Skills and Behaviours:**

- Demonstrable success in shaping feature roadmaps for websites and/or mobile apps within an agile development framework.
- Background in managing third-party development agencies and the ability to collaborate with engineering and design teams to develop innovative and user-friendly experiences.
- Excellent interpersonal and communication skills, with the ability to influence and build support from stakeholders across the business.
- Outstanding organisational and presentation skills.
- Commitment to maintaining high standards and a meticulous attention to detail.
- Ability to manage multiple tasks without compromising quality.
- Experience supporting and mentoring team members to improve processes and foster growth and development.
- An interest in the Golf, Golf Travel and Golf Hospitality industry and an understanding of the competitive landscape is preferred but not essential.

## **Role Performance Metrics:**

- Product Growth and engagement
- Platform stability & technical performance
- Voice of the Golfer's feedback
- On-time & on-budget delivery

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As one of our team, we always need you to:

Embody our St Andrews Links Values and Behaviours in all you do:

A team of <b>teams</b> ...	...Making the <b>unique</b> happen	...With <b>unforgettable</b> experiences
At SAL, everyone is made to feel part of the one team.	Caring for and adding to the renown, heritage and reputation of SAL is everyone's responsibility.	Ensuring that the ambitions of everyone in SAL's world are brought to life.
<ul style="list-style-type: none"> <li>Show genuine care for one another</li> <li>Trust in each other</li> <li>Keep everyone included</li> <li>Work together and continuously improve</li> <li>Share – ideas, work and gratitude</li> </ul>	<ul style="list-style-type: none"> <li>Be passionate about the location</li> <li>Appreciate the game</li> <li>Respect our built and natural heritage</li> <li>Act as custodians of the Links</li> <li>Take on new ideas and ways of working</li> </ul>	<ul style="list-style-type: none"> <li>Apply quality in everything we do</li> <li>Be proud of the memories we make</li> <li>Learn and grow together</li> <li>Work to exceed expectations</li> <li>Share our success with others</li> </ul>

- Carry out your work in a safe manner and not endanger yourself or anyone else by your acts or omissions.
- Comply with the Home of Golf's health and safety policy as it relates to your work activities, and to take appropriate action in case of an emergency.
- Apply the Home of Golf's equality and diversity policies and principles in your own area of responsibility and in your general conduct.
- Promote high levels of customer service in everything you do.
- Work towards continuous improvement, be adaptable to change, and be willing to acquire new skills and knowledge as applicable to the needs of the role.
- Engage with our commitment to Environmental Sustainability in order to reduce our waste, energy consumption and carbon footprint.
- You may, with reasonable notice, be required to work within other areas of the Home of Golf.

## Benefits

- All of our eligible team members are auto-enrolled into a pension scheme; with a team member contribution of 5%, we offer an enhanced and competitive employer contribution of 12%
- Links golf ticket for our team - We are home to seven unique golf courses: the Old Course, New, Jubilee, Strathtyrum, Eden, Balgove, and our newest addition, the Castle Course.
- Discount for our team in our shops, food and drink venues and the Golf Academy from day one of employment.
- Employee assistance programme to support wellbeing.
- Eligible for discretionary, non-contractual merit scheme.

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- Eligible for the team's Travel to the Work Support Scheme which provides an allowance to contribute to the cost of travel to the workplace.
- Enhanced maternity pay to all eligible team members.
- Annual leave - Enhanced annual leave: 31 days per annum including public holidays on appointment increasing to 35 days after 4 years of continuous service.
- Free on-site parking.
- Recommend a friend to work with us and receive a £200 voucher to spend across The Links.
- Cycle to work scheme through salary exchange, enables you to purchase a bicycle and relevant equipment.
- Uniform allowance.

This job description is a guide and indicates the main duties and responsibilities of the post. It is not intended as an exhaustive list and duties may change from time to time, according to business needs.

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