St John Ambulance

ABOUT THE JOB

Job Title: Dynamics 365 (CRM) Product Manager
Reporting to: Lead Product Manager
Directorate DDaT

Job Band: 3
Team Transformation - Product Management

Direct Reports: 0

Job Summary

Sitting within the Product Management Team, the Dynamics 365 (CRM) Product Manager is responsible for the Dynamics 365 and Microsoft product planning and execution throughout the Product Lifecycle, including gathering and prioritising product and customer requirements, defining the product vision, and working closely with stakeholders and delivery teams to ensure revenue and product optimisation goals are met. The Product Manager's job involves ensuring that the product supports the company's overall strategy and goals.

Forming and managing effective relationships with key business stakeholders, in particular Business Owners, Product Managers, Business Analysts, Engineers and IT Leads. Work with stakeholders to deliver the Product Roadmap by producing clear and manageable roadmaps and backlogs for delivery and communication.

Experienced in product management and agile methodologies you bring stakeholders together to solve problems and optimise product capabilities to enable the business to reach their strategic and operational objectives. You effectively matrix manage cross functional team members assigned to your product squad, liaising across multiple teams and functions to ensure engagement and successful product delivery against agreed business expectations and governance processes.

This role is for D365 and Microsoft products within St John and therefore the applicant requires experience and knowledge with D365, CRM, Microsoft and associated architecture, tech stacks, processes and user support. St John are looking for a person who has demonstrable and proven experience working with Dynamics 365 to deliver CRM programmes with complex, multi-audience organisations with a disparate database and business requirements to support growth, integrations, data cleansing and unified consent management. Alongside this we would expect the role to lead on Microsoft platform management, supporting wave releases and the adoption of new features and functionality.

Key Responsibilities

Essential responsibilities – all Product Managers

➢ Define the product strategy and roadmap in line with the organisation's strategy and goals, and the DDaT transformation programme
➢ Create and manage timelines for delivering the product roadmap, planning new features and changes to the product that account for a range of factors such as risks and opportunities
➢ Be recognised as the expert in the business on the product, the industry and relevant technology
➢ Act as a leader for your product within the business and build relationships with business stakeholders
➢ Run cross functional squads to deliver product roadmaps without formal line management authority over squad members
➢ Ensuring that requirements, solution design and tests are documented and maintained for traceability across product releases
➢ Work with external third parties on transformation programmes and/or the design and support of product features
➢ Run and participate in product ceremonies (stand ups, sprint planning, reviews and retros)
➢ Gather and evaluate ideas and opinions from users and product stakeholders to prioritise the most valuable features for delivery
➢ Inspire and enthuse colleagues and users of the product
➢ Appropriate product governance and communication structures are implemented and maintained
➢ Monitor, report and improve product performance

Essential responsibilities – all Employees

➢ Engage, involve and empower St John People in problem-solving and improving the organisation
➢ Actively promote diversity and a variety of perspectives across the organisation
➢ Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder
➢ Be able to work on your own initiative and be highly motivated to achieve both personally and within a team

Important things you need to know about this job

➢ *On occasion may be required to out-of-hours*

➢ *On occasion may be required to travel to other St John Ambulance offices in England*

Our Values and Commitment to Equality, Diversity and Inclusion

➢ Our Values spell HEART which stands for Humanity, Excellence, Accountability, Responsiveness and Teamwork.
➢ Everyone who works at St John needs to be familiar with the HEART values and exemplify them.
➢ We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

ABOUT YOU

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C) inc Maths & English (minimum of 5)		x
SCRUM Master qualified		x
Product Management certified/Agile Project Management / any other recognised Product mgt qualification	x	
Experience		
Demonstrable and proven experience of Microsoft Platform Management	x	
Demonstrable and proven experience of D365 product management lifecycle: product vision, product roadmap, backlog management, feature and user story development	x	
Demonstrable and proven experience of D365 Sales, Marketing and Customer Engagement	x	
Demonstrable and proven experience of CRM product management, driving return on investment and delivering growth	x	
Experience in building customisation solutions in Dynamics 365, with understanding of release management processes		x
Demonstrable understanding of Dynamics 365 security role development and business unit architecture		x
Demonstrable understanding of Dynamics 365 architecture		x
Demonstrable and proven experience of supporting with consent management across a large multi-faceted organisation which drives audience base	x	
Self-starter and ability to navigate through a complex multi-functional environment managing cross functional teams across the organisation.	x	
Experience as a delivery product lead/SME in business change projects with proven experience in transitioning projects to product business as usual within IT and Business.		x
Experience of directing and motivating cross functional product teams	x	
Experience of working in structured product team following defined governance standards relating to product roadmaps, resource management, issue management, change management etc.	x	
Demonstrable experience in working to a structured and/or agile software development methodology and SCRUM Master Delivery experience		x
Experience in aligning proposed product features to both business and technical strategies with Implementation, change management and benefit realisation experience	x	
Evidence of experience of Business transformation of customer journeys, process and tools, etc. Technical transformation from legacy to new digital product technologies, with new Architectural landscape and replacement of legacy systems	x	
Evidence of excellent stakeholder management and communication at all levels	x	
Ability to co-ordinate multiple workstreams within a product roadmap and wider transformation programmes and drive the teams to deliver outputs to planned dates.	x	
Experience in managing third party supplier's product delivery at agreed time, cost and quality		x
Experience in developing and delivering knowledge resources and training to business stakeholders		x
Experience in managing finance systems and processes.	x	
Experience and knowledge in finance business processes, ways of working and control	x	

Skills, knowledge and abilities		
Excellent interpersonal skills with ability to influence and build effective relationships at all levels with excellent communication (both written and oral) and presentation skills	x	
Ability to translate complex technical solutions to a non-technical audience and gain the right level of buy-in and support	x	
Ability to work under pressure and to strict deadlines and prioritising own workload and that of others assigned to the product squad	x	
Excellent negotiation skills and an ability to manage relationships and adopt an assertive approach where necessary.	x	
Familiar with challenges associated with driving process / business change in parallel with systems introduction.	x	
Ability to use MS Office applications and product/project tools e.g.Visio, Jira/Azure DevOps/Confluence	x	
Can operate within agreed budget/time/scope parameters and able to take decisive action to address deviations	x	
Demonstrable ability to learn and adopt new skills	x	

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.	
Initials: BE	Date of preparation: 16/06/2025
Job Approved Date: [Date approved by Job Approval Panel]	Version: (x of y) [Iteration of Job Description]
Ref: JDPS / DDaT / Transformation / Dynamics 365 CRM Product Manager /25	