Chief Product Officer (Hub Australia)
Updated 09/2018

Position:	Chief Product Officer
Organisation:	Hub Australia Pty Ltd
Reports into:	Hub Australia, CEO and Founder
Start date:	-
Probationary period:	6 months from original start date
Location:	Melbourne (preferred) / Sydney
Employment type:	Permanent full-time
Salary:	To be discussed at interview stages.

Who we are:

Hub Australia is a coworking community for growing businesses. We provide premium workspaces, business networks, and member services to a diverse range of businesses, with over 1500 members ranging from entrepreneurs, startups and NFP's, to larger corporate, government, and educational organisations across Melbourne, Sydney, Adelaide and Brisbane.

As a Hub Australia team member, you'll be part of a tight-knit group in an environment where no two days are the same. Live something bigger by working for a growing organisation and certified B-Corp that offers training and career development opportunities, all while working in the most beautiful coworking spaces in Australia.

As we continue to build the best place to create, share, and work with others, there's a perfect role for you to grow with us.

The purpose of the role:

At Hub Australia, we want to excite our members with great customer experiences. We are constantly looking at new ways to create shared value, collaborate and push innovation in the way we work. As the Chief Product Officer (CPO) at Hub Australia, you will be tasked with our marketing and member experience vision and strategy; bringing products to life from concept to launch. You are accountable for creating and marketing the experiences our members love; advocating for our members across our organisation at every level.

The CPO leads the way on innovative new approaches to coworking that the modern Australian worker requires - before even knowing. You inspire our exec, leadership & front-line teams to instill and live by our company mission: *to create a home for businesses to grow*.

The CPO manages a small, fast-paced and dedicated team nationally across member experience (including hospitality), marketing, members services. As a service based organisation we put our team and members first.

Snapshot of Responsibilities:

- Management, Marketing and success of all Hub Australia products

- Creates vision and strategy; overseeing the roadmaps for each product area

- Drives best practice product development processes, product design and innovation

- Strives to achieve sustainable product differentiation that builds shared value

- Works with the wider shared services teams to allocate resources to deliver new and improved products in line with the broader business objectives and strategy

- Works closely with operations team to develop and manage budgets for marketing and product expenses that will meet the revenue goals of the organisation

- Communicates with influence to all organisation stakeholders

- Key Direct reports are the Marketing Manager and Head of Member Experience.

Responsibilities by function:

Product:

- Responsible for the formulation of the exec teams vision on product: ensuring that every sub-department is led by a unified and cohesive vision

- Creates and manages a process that drives toward a scalable product portfolio that will in turn drive product profitability

- Ensuring that there is a continuous improvement in product as well as the product's compliance to market needs wrapped in a product experience that continuously and consistently delights our members

- Formulating (and business partnering with department managers) budgets on improved and newly introduced products.

Marketing & Branding (to include research & analysis)

- Conducts researches and analyses that lead to informed decision making on issues such as cost, utility, and timelines for product implementations

- Identification of target consumer segments and markets nationally

- Evaluating market trends, product industry, and competition strategies; making recommendations on product pricing and positioning

- Review, refine, and support product sales strategies presented by the marketing department

- Performance of various product analyses such as gap analysis; establish product differentiation and execution strategies that will lead to the organisations ultimate success.

- Development and evolution of Hub Australia brand (including brand guidelines)

- Strategy and strengthening brand awareness of Hub Australia; in close conjunction with National Marketing Manager

- Develop highly collaborative and productive relationships with senior stakeholders, co-creating a range of solutions to benefit our members

- Supporting a positive workplace culture and the achievement of financial, program and impact targets.

Member Experience

- Develop our member experience, including the definition of customer needs, task analysis, and the creation of personas, storyboards, scenarios, user flows and use cases

- Extract, teach, learn and apply human-centred techniques to solve problems in a creative and innovative way

- Developing and refining our national hospitality offering to include cafes, event spaces, catering; adapting and implementing amendments based on analytical research

- Gathering data on current member satisfaction levels, creating pathways for product improvements

- Leading the way in our annual Hub Health Index (Net promoter score); creation, design and analytics post review

- Living and breathing our values: Collaboration, Accountability, Adaptability, Resourceful, Beyond Profit.

Experience required for this role:

- Relevant degree in area Business Administration, Economics, Information Technology, Product Management, Marketing, Advertising, Psychology, Hospitality or another related field. An equivalent of this requirement in working experience is also acceptable

- Vast experience of over 10 years in a high ranking Product Management or Marketing position, preferably as a Head of Product Management or Marketing or CMO in a service based industry (Hospitality highly regarded)

- Diverse experience in the fields of product marketing, management, and communications

- Excellent analytical skills; ability to define and analyze numerous product metrics; applying each to influence the success our products

- Advanced knowledge in user experience and user research

- Strong experience across web, mobile app, data and eCommerce

- Strong UX and design experience

- Ability to lead and motivate multi-disciplinary teams

- Impeccable communication skills; clear, concise, unambiguous, satisfactory, and fulfilling.

Outcomes that we measure you by (KPI's):

- New Revenue opportunities from new products or improvements in existing

- Revenue per member, revenue per m2, revenue per staff

- Marketing performance (cost per lead, cost per new member, opening occupancy

- Hub Health Index (otherwise known as a Net Promoter Score)

- EBITDA (Measure of profitability)

What you'll be rewarded with:

- Be a key member of an energetic, dynamic and fun national team who stands for more than their bottom line

- Be part of a [B-Corp](#) certified company with a vision and plan to use Hub Australia as a force for social and environmental good, and to make a difference in the world

- A personalised training and professional development program to grow your skills and career

- Be supported to make social and environmental impact with paid volunteer leave each year

- Biannual company-wide conference – these are a lot of fun!

- All this while working in one of Australia's beautiful workspaces!

To apply (or for further information), please email Kieran.mellott@hubaustralia.com with a CV and cover letter. We look forward to hearing from you.