

# Product Manager – Product Suitability

## Our Massive Transformational Purpose

**Unleash our unparalleled customer care for community good**

## Our Values

**People first:** We put you at the center of everything we do

**One team:** We're stronger together

**Innovation:** We find a better way

**Integrity:** We do right by you

**Keep it simple:** We like things straight forward

## Product Manager – Product Suitability

### Working at TSB

Our people are proud to belong to a 100% independent NZ owned Bank and proud to see the results of their efforts invested back into New Zealand.

We're a leader in customer service, having won the 2020 Consumer NZ People's Choice Award for Banking five years in a row and the 2020 KPMG New Zealand Customer Experience Excellence Award.

Our focus to deliver good customer outcomes is in our people's DNA and TSB is so committed to it, it's a core part of our purpose: Unleash our unparalleled customer care for community good.

Our strong corporate values: One Team, People First, Integrity, Innovation, Keep it Simple set our standards and set us apart. We demonstrate our People First value through the distribution of our profit for the benefit of others and by providing our employees with a place to belong, grow, and be recognised.

We work together as a One Team community to ensure a sustainable future and we encourage every employee to have a voice and be an active participant in our success. We aim to create remarkable experiences for our people just as our people create remarkable experiences for our customers.

### Role dimensions

<b>Reports to:</b>	Head of Product Conduct & Uplift
<b>Department:</b>	Marketing and Customer Experience
<b>Job Family:</b>	Technical Specialist
<b>Location:</b>	Auckland or New Plymouth
<b>Direct Reports:</b>	0
<b>Financial Authority:</b>	No

### Role requirements

#### Primary purpose

TSB is on a journey as we ensure the customer outcomes, we deliver are at a level that supports our Purpose of Unleashing our unparalleled customer care for community good.

You'll be responsible for ensuring TSB's customers are on products and services that are right for their needs. To do this you'll work with stakeholders across the business to design and develop a programme of work to identify and engage with customers to ensure they are on products that suit their needs.

The core of the role is developing and enhancing data driven and event-based identifiers, for example determining changes in behavior that may indicate a product no longer meets a customer need and then developing the appropriate contact strategies both proactive and reactive.

This will be a multi-phase stream of work – initially, developing the necessary framework that speaks to the above and then creating and maintaining a process that enables the business to assess customer suitability on an enduring basis as part of an ongoing Conduct Governance framework.

There will also be involvement in the Bank's CCCFA, FAR and Responsible Lending programmes, ensuring our customer suitability framework contributes to TSB's ongoing regulatory obligations.

You'll have a combination of technical product knowledge, customer contact programs, frontline engagement and a passion for delivering great customer outcomes.

The role will see you working with the core team of product managers, our digital and customer marketing teams, our data and analytics teams as well as customers, the front line and broader risk and compliance partners. You will have excellent stakeholder management capability.

### **Role Specific Areas of Responsibility**

- Lead the design and implementation of product suitability programme
- All products are in scope, lending, deposits, on sale and off sale
- All segments, Residential, Business and Agri
- The role is responsible for defining suitability overall and leading product level suitability determination
- Developing a library of potential and validated trigger events and event identification, working with subject matter experts, front line staff and TSB customers
- Determination of proactive engagement options (e.g. phone, email) and working with the relevant stakeholders (e.g. marketing) to develop customer contact journeys
- Input into broader governance framework, controls and assurance around the suitability programme of work
- Be an excellent internal and external communicator with the ability to tell the story and take people on the journey
- Good understanding of relevant regulations such as CCCFA, FAR & Responsible Lending

### **Generic responsibilities**

- Keep up to date with and comply with all Bank policy and procedures.
- Comply with all health and safety policies, directions and instructions and ensure that in the performance of duties not to undermine own health and safety or the health and safety of any other person. Be continually mindful of the Bank's Health and Safety Policy:

- No business objective will take priority over health and safety.
- All incidents are preventable.
- Whilst management have ultimate accountability, we all have responsibility for health, safety and wellness.
- All employees have the responsibility to stop any job they believe is unsafe or cannot be continued in a safe manner.
- At all times demonstrate the Bank's values:
- Embrace change and act as a change agent – accepting, embedding and reinforcing change in the workplace.

## Person specification

### Required experience & qualifications

#### Qualifications

- A business degree in marketing or related discipline

#### Experience

- At least 3 years in a product management (or similar) role
- Have previously worked within financial services and have an excellent understanding of the industry
- Experience in liaising with and meeting regulatory requirements

#### Skills and knowledge

- Experience in developing event-based contact strategies
- Experience in product migration/customer change and proactive portfolio management

From time to time there may be additional activity not contained within this position description that the appointee is to complete in the interests of the appointment and their own personal development.

This position description provides a broad overview of responsibilities. The position description is a living document and the Bank reserves the right to amend from time to time as required.