

Product Manager – Product Rationalisation

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 Rationalisation

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

Reports to:	Head of Product Conduct & Uplift
Department:	Marketing and Customer Experience
Job Family:	Technical Specialist
Location:	Auckland or New Plymouth
Direct Reports:	0
Financial Authority:	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 rationalising TSB's product set. You'll do this by:

- developing a plan with the business to remove products already identified for exit;
- working with the relevant product managers and stakeholders to identify where current customers should migrate to (the next best alternative);

- as an alternative, recommending existing products to close and transition into a legacy portfolio, including developing an ongoing customer management and communications strategy.
- identifying options for further changes, enhancements or closure for current products, including developing robust and compliant distribution processes that provide our front-line and customers with confidence that the product is fit-for-purpose.
- developing a strategy that speaks to the product pools/segments TSB should be operating in over the next 5-10 years.

Part of the role function is to develop a plan that appropriately prioritise products for exit and ensures the plan aligns with available resources to support the exit – including front line teams – to enable TSB to continue to deliver fantastic customer service.

The role scope also includes developing a ‘good customer outcomes’-based framework to assess products and product features and benefits to determine if they should be maintained, enhanced or removed.

Role Specific Areas of Responsibility

- Lead the development and implementation of a Product Rationalization programme of work
- Exit already identified products and successfully retain and migrate customers to new solutions as applicable
- Develop an ongoing ‘good outcomes’-based assessment framework to support improving, maintaining or changes products and product features
- Exit, or enhance if appropriate, products identified for review
- Develop and implement a phased delivery plan that co-ordinates technology, frontline, marketing, legal, risk and other stakeholders and minimizes customer and company impact
- Work with (as applicable) external partners to agree implementation plans
- Ensure appropriate considerations, guidance and actions are taken in relation to regulatory commitments in relation to products identified for exit
- Ensure customer impact is neutral to positive, recognizing this as an opportunity for TSB to deliver to its MTP

Generic responsibilities

- Keep up to date with and comply with all Bank policy and procedures.
- Comply with all health and safety polices, 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 closure and exit of financial (or similar) products
- Experience working with external partners
- 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.