

Position Description

Position	Title:	No.:	Reports to:	Title:	No.:
	Product Specialist	HSF073		Head of Strategic Development	HSF043
Business Unit:	Strategic Development		Date created:		
Division:	Strategic Development		Review date:		

Organisational Overview:

At HomeStart we believe that affordable home ownership is essential to the health, well-being and ongoing sustainability of our communities. HomeStart's role, within the framework of government policy, is to provide leadership and innovation in the housing finance sector by enabling more South Australians to fulfil their home ownership dreams. We do this through the provision of innovative housing finance solutions. More importantly, we do this through our core strength – our people.

Position Purpose:

Designing and execute a product road map for each of HomeStart's loans, drawing on market and environmental analysis, a deep understanding of customer value, and HomeStart's unique capabilities and points of difference in order to define features and market position for each product. Lead customer-centric product improvement and design processes in order to develop and test product concepts, and, in partnership with other teams, implement product change. The role is also responsible for administration tasks relating to the product portfolio including awareness and training campaigns, maintenance of product rules and delivery via loan calculators, loan pricing recommendations (fixed and variable), and fee recommendations.

Our Values:

Achievement	Simplicity	Integrity
We are focussed on creating positive outcomes for each other	We are focussed on simplifying the way we do business	We are honest and genuine with each other

Positions reporting to this position:

- None

Other significant working relationships:

Internal: Industry Partnerships Specialist, Marketing and Communications Leader, Social Media and Digital Specialist, Strategy Specialist, Business Intelligence team, Customer Relationship Leader, Lending Operations Leader, Business Partnerships Specialists, Legal & Risk Assurance, Project Management Office, Information Services

External: Wyatt Trust, Brokers, Research organisations, not for profits and other government agencies

Primary outcomes and accountabilities

Key results areas

Performance measures

Operational responsibilities

Product design and review

- Working with Strategy and Marketing, developing a thorough understanding of customer needs within our target segments, and using this knowledge to define and iterate product features that overcome barriers to home ownership within HomeStart's risk appetite
- Using human-centred design techniques, and working in partnership with other parties, lead the development of product concepts through rapid prototyping to test desirability, viability and feasibility of new ideas
- Maintain and follow an agreed product review calendar, ensuring our loans remain relevant through ongoing feature definition
- Provide timely and accurate analysis to management on product performance and relevance.
- Provide support to other teams in terms of specific product information, training and awareness
- Support the Marketing team through the provision of tactical product information and ideas
- Identify changes in the political, economic and competitive environment which will have an impact on HomeStart's loan products and develop changes to products accordingly.

Product Development - implement

- Participate in change implementation projects, including acting as Product Owner as necessary
- identify and manage product-specific risks

Product administration

- Manage product BAU including multiplier review, fees, loan pricing recommendations, indexation, and ownership of the Asset Pricing policy
- Generate and lead improvement of product BAU processes
- Ownership of product rules delivered to customers via loan calculators such as Mothership including administration, definition, development of test cases and support as required. Oversight of relevant documentation
- Ownership of product definition and management documentation such as the Product Information Guide

Interest rate pricing

- Analysis of fixed and variable rate settings taking into account market, return and product specific factors. Formulate recommendations to Executive Committee and ALCO members. Maintain interest rate pricing policies and procedures.

Loan fees

- Analysis of loan fee settings with recommendations for change to Executive Committee, taking into account costs, business feedback, market position, customer experience, product and other factors. Establish and maintain fee setting policies and procedures

Wyatt Program

	<ul style="list-style-type: none"> • Manage the Wyatt Loan program including liaison with lenders, approval of applications, regular monitoring of cash flow and communication with the Wyatt Trust.
External Stakeholder Relations	<ul style="list-style-type: none"> • Create and maintain conditions for effective relations with relevant external organizations, government agencies, customers and vendors where appropriate. • Respond to stakeholder queries in a prompt and courteous manner.
Corporate Responsibilities	<ul style="list-style-type: none"> • Ensure the appropriate application and recording of risks according to HomeStart's Risk Management Policy and Practices. • Ensure compliance to HomeStart financial policies and procedures. • Ensure that all legal responsibilities attached to this role as noted in the Compliance Register are discharged, are properly recorded in the Risk Management System (RMS) and any breaches of these requirements are recorded as incidents in the RMS. • Maintain a commitment to EEO, Diversity, Ethical Conduct and the legislative requirements of the Work, Health and Safety Act 2012. • Model ethical behaviour and practices consistent with SA Government Code of Ethics for Public Sector Employees. • Understand and follow workplace safety initiatives and procedures, identify hazards and contribute to a safe working environment.

Behavioural profile

Achievement	<i>Takes personal accountability and demonstrates initiative, determination and drive to achieve high quality results and innovative solutions that make a difference to our people and customers.</i>
Self-Actualising	<i>Seeks opportunities to develop and grow. Shows an awareness of and belief in own abilities. Brings energy and creativity to positively impact and influence others.</i>
Humanistic-Encouraging	<i>Inspires, encourages, challenges and supports others to improve and grow by genuinely listening and providing constructive and timely feedback.</i>
Affiliative	<i>Acts in ways which promote and support HomeStart as one organisation with a common purpose and set of values. Is prepared to set aside own agenda in the interests of HomeStart as a whole as well as supporting and encouraging co-operation within and across teams.</i>

Other Requirements

Essential criteria

- At least three years experience in the successful delivery of a range of financial products, coupled with relevant tertiary qualifications
- Developed interpersonal communication and influencing skills
- Commitment to the delivery of quality customer service
- Sound understanding and application of research
- Advanced spreadsheet and data analysis skills
- Ability to solve problems with consideration to business needs
- Experience in building and maintaining relationships across the business to drive product development and growth

Desirable criteria

- Analytical and creative aptitude
- Knowledge or capacity to gain knowledge of, and apply, co-design techniques
- Commercial acumen and ability to recognise changes or opportunities in the market, and how they may affect HomeStart

Special conditions

- Required to provide a satisfactorily National Criminal History Record Check (Police Check), where applicable.
- May be required to act in higher level positions, or assume additional accountability, as and when required.
- Flexibility in working across business units as required.
- May be required to work reasonable overtime with notice.
- Some out of hours, weekend work and intrastate/interstate travel may be required.

Acknowledgements

Signature:

Name of employee :

Date: _____

Signature:

Name of People Leader:

Date: _____