

Product Owner – Customer Experience & Insights

Classification	Band 5
Team	Customer & Stakeholder Experience
Reporting to	EM Customer & Stakeholder
Location	Bendigo
Effective Date	20 June 2025

Working at Coliban Water

Underpinning healthy people is healthy water!

Every day almost 180,000 customers in North Central Victoria trust us to deliver the water and sewage services that underpin the health and prosperity of their communities – now and tomorrow. We deliver these services to residents, farmers, businesses, and industry in 49 communities in an area spanning more than 16,500 square kilometres.

Led by our vision **healthy water, healthy people**, putting our customers and communities first is part of our DNA.

Day-to-day this means we maintain and upgrade the water and sewage pipes, pump stations and treatment plants we all rely on. And it's why we've set a bold strategy to build on that trust, enhance our natural environment, strengthen water security and resilience, and help shape the future of our region for the better.

While we're proud to lead the way, we know our success will come from deep understanding and collaboration. We engage regularly with and learn from our customers, communities, Traditional Owners, strategic partners, and others – because as locals, too, we know the best outcomes are realised when we all work together.

What we stand for

We're focussed on a culture of Earn the customer, Own the risk, and Act. This underpins our ability to deliver high quality services to our region.

Earn the customer	We exist to serve our customers. We 'wow' them with an outstanding experience.
Own the risk	We take responsibility and are accountable to our customers and communities.
Act	We are brave in our decision making and take action. We make good judgements based on evidence and we follow through.

Working with us, you'll be joining a vibrant, dynamic, and supportive team that:

- Respects, supports, and collaborates with the First Peoples of the land on which we live and work.
- Champions an inclusive culture that celebrates diversity.
- Is committed to flexible work and balance.
- Is a leader in the area of social justice, which sees us challenging the way we work to improve gender equality and support those impacted by family violence.

At Coliban Water we balance a small team rhythm with the reach and resources of one of the largest Victorian regional urban water corporations.

With big plans on the drawing board over the next five years, it's a great place to take the next step in your career.

What are you waiting for? We'd love you to join us.

Position overview

The Product Owner will be responsible for ensuring a customer focussed approach to leading the analysis of customer data, insights, and customer intelligence to design and deliver improved service experiences for our customers. This role will focus on maximising the business value of the Salesforce platform and Aptumo billing product by owning the product backlog, prioritising enhancements, and ensuring alignment with business strategies.

The role also acts as the bridge between business units, technical teams, and end-users to evolve platform and product capabilities, enable process optimisation, and prepare for AI-driven automation.

Position dimensions

Capital and expenditure budget	In accordance with the organisational budget
Authorities/delegations	Please refer to the Financial Delegations Policy
Number of reports	2-5
Internal working relationships	All Coliban Water departments and stakeholders, in particular Customer & Stakeholder experience teams, business product/system owners and internal peer Technology and Architecture Teams.
External working relationships	Contractors, consultants, vendors and industry associations.
Other	Not applicable

Key result areas

Key Responsibilities

- **Product Ownership**
 - Champion ownership of business processes, with an aim to improve them, employing a sound understanding of how the invested technologies, can be used to improve and streamline internal processes and customer experiences.
 - Translate those business needs into prioritised user stories and features, and manage product backlogs for the technologies which are primarily Salesforce platform and Aptumo.
 - Stay connected with the, existing and emerging capabilities of the invested platforms, to champion platform capabilities to drive user adoption, improve customer experience, and streamline internal processes.
 - Define and deliver a strategic product roadmap aligned with organisational goals and measurable outcomes.
- **Customer Insight & Research**
 - Lead the design and implementation of customer research activities to track sentiment, inform strategy, and enhance service delivery.
 - Oversee the annual customer research program to support data-driven decision-making.
 - Report on and interpret key metrics, including customer satisfaction, brand health, and trust.
 - Promote the use of customer insights across the business to influence planning and delivery.
- **Customer Experience & Engagement**
 - Identify, prioritise, and deliver CX improvement initiatives in collaboration with internal stakeholders, ensuring delivery within agreed timeframes and budgets.
 - Act as a strong advocate for customer-centric outcomes across the organisation.

- Develop customer journey maps and service blueprints to visualise interactions and drive end-to-end service improvements.
- **Platform & Data Management**
 - Ensure data quality, process consistency, and governance across platforms to enable future AI and analytics capabilities.
 - Partner with platform teams, solution architects, and vendors to deliver enhancements and resolve technical issues.
 - Monitor platform performance and user engagement to identify continuous improvement opportunities.
 - Stay current on Salesforce, Aptumo, and industry trends to recommend innovations.
- **Change Management & Collaboration**
 - Support or lead change management initiatives to promote adoption and realisation of platform value.
 - Facilitate effective collaboration across business units to support strategic goals and deliver customer-centric outcomes.
 - Establish continuous feedback loops to ensure user-centric design and service delivery.

Performance level (complete using performance level descriptions)

Action and accountability	This role is required to provide sound advice and recommendations. Advice is provided through drawing on policy, procedure, process and professional standards. This position is specialised in its field and supervision provides guidance and support only when needed.
Judgement and problem solving	This role makes decisions through considering a variety of alternatives. Considerations may include established management systems, standards, budget parameters and equipment. Problem resolution is a feature of this role and will require conceptualisation, development of ideas, detailed analysis and development of action plans.
Specialist knowledge and skills	<ul style="list-style-type: none"> ● Proven experience as a Product Owner, Product Manager, or similar role with Salesforce; Aptumo experience preferred. ● Strong understanding of CRM, case management, and billing processes. ● Experience translating complex business requirements into user stories and acceptance criteria. ● Familiarity with Agile and Scrum methodologies.
Interpersonal skills	This role is actively involved in influencing and convincing others in the pursuit or achievement of objectives. It will operate with tact and diplomacy in relation to sensitive issues
Leadership level	Select relevant level/s <ul style="list-style-type: none"> ● Lead self: Core skills demonstrating initiative, collaboration and communication. ● Lead others: Leads, guides, and influences a team. ● Lead element: Leads the development and growth of a key business capability, core platform, or core technical area.
Qualifications and experience	<ul style="list-style-type: none"> ● Bachelor's degree in Business, Information Systems, or related field. ● Formal qualifications in customer experience design / service design, process improvement, customer service delivery, market research, UX, or equivalent experience ● Salesforce certifications (e.g., Administrator, Platform App Builder, or Product Owner/Business Analyst) are advantageous. ● Aptumo training or experience with local government utility billing systems is beneficial.

Shared goals

Health safety and wellbeing	Prioritise your own and others' health, safety and wellbeing by complying with the relevant Occupational Health & Safety legislation and Coliban Water's safety policies and procedures, including reporting hazards and incidents, and ensuring a discrimination-free work environment.
Environmental stewardship	Demonstrate a strong commitment to environmental stewardship by adhering to high standards, sustainability principles, and complying with relevant regulations.
Victorian public sector values	You'll uphold the values of responsiveness, integrity, impartiality, accountability, respect, leadership, and human rights, to strengthen the organisation's effectiveness in the public sector.

Assessments and further requirements

- A valid and current Australian workers' rights.
- You will be required to complete all core-training requirements in the expected timeframes.
- You may be required to perform additional or supplementary duties from time-to-time consistent with your skills, training, qualifications, and experience.
- From time-to-time work outside of your regular business hours may be required, or you might be required to work at remote locations requiring overnight stay.
- You may also be requested to undertake pre or post-employment testing, such as psychometric testing, medical assessments, drug testing, police checks, security clearances, and other assessments.

Success profile

- Proven experience as a Product Owner, Product Manager, or similar role with Salesforce; Aptumo experience highly desirable.
- Strong understanding of CRM, case management, and billing processes.
- Experience translating complex business requirements into user stories and acceptance criteria.
- Familiarity with Agile and Scrum methodologies.
- Demonstrated ability to lead cross-functional teams and manage multiple stakeholder needs.
- Knowledge of data management, governance, and integration concepts.
- Strong communication, influencing, and stakeholder management skills.
- Experience identifying or supporting the implementation of AI or automation initiatives is a plus.