

## Product Manager - Cool Farm Tool – Role Description

The Cool Farm Alliance (CFA) is a not-for-profit member organisation that owns and operates the Cool Farm Tool (CFT), which is used to measure on-farm environmental sustainability. Usage of the CFT and membership of the CFA has grown rapidly, to become the leading global software for measuring farm sustainability.

We are now looking for a Product Manager to support the activities of the CFA Development & Operations (DevOps) Committee to lead the management and development of the Cool Farm Tool. Candidate must be comfortable working with a dynamic, multi-user product.

### The role:

- **Collaboratively identifying & refining product opportunities**
  - *Engage with CFA members, committees and working groups to identify opportunities for new product features and improvements.*
  - *Work closely with relevant stakeholders throughout the development process, from initial discovery, prototyping, requirements gathering and delivery of new features.*
- **Prioritising product development efforts**
  - *Assess new product ideas and funding opportunities for their suitability and alignment to the vision and mission of CFT.*
  - *Clearly communicate our product development priorities to stakeholders.*
  - *Balance and prioritise new development needs relative to product maintenance and bug fixing.*
  - *Triaging support tickets and customer feedback to inform ongoing product development priorities.*
- **Managing the development process**
  - *Own and implement an agile process with a small team of sub-contracted developers inclusive of sprint planning, management and budget control.*
  - *Identify and maintain practices to ensure a high-quality product is delivered for our clients.*
- **Supporting customers**
  - *Support our users with their enquiries, ranging from simple user guidance to technical explanations of underlying methods.*
  - *Clearly communicate functionality to non-technical audiences.*
  - *Maintain and improve documentation for user guidance, technical specifications and associated project documentation.*
- **Product marketing**
  - *Lead product development communications with our members and users, in partnership with our Communications Manager.*
  - *Present product updates and share current priorities to relevant working groups and in live conferences, virtual meetings and events.*
  - *Promote the CFA/CFT and identify new opportunities.*

**Critical success factors:**

- Ensure successful project management of CFT development against budgets and product roadmap.
- Ensure all development processes are established and maintained, with documented weekly releases aligned to requirements.
- A clear understanding and review of user personas, their objectives and requirements of the CFT.
- Strong successful relationships with the sub-contracted developers to ensure successful agile CFT development.
- Strong successful relationships with users, members, strategic partners and other key CFA stakeholders.

**Knowledge, experience & capabilities:**

**Essential requirements**

- Proven experience as a Product Manager.
- Experience in Agile Development.
- Strong interpersonal skills and stakeholder relationship management.
- Passion for working towards a sustainable future.
- Undergraduate degree.
- Pro-active, innovative thinker and ‘do-er’.
- Experience working for a corporate, NGO, member organisation or research institution.
- Fluency in English.

**Desirable**

- Experience working in environmental sustainability.
- Excellent technical, written and verbal communications skills.
- Entrepreneurial spirit and team player.
- Business proficiency in other European languages.
- Experience working in:
  - Agriculture.
  - Greenhouse gas assessments.

**About the team**

This role leads the development of the Cool Farm Tool and supports the CFA General Managers and the Chair of the Dev Ops Committee. The role will work closely with the team of CFA advisors and the various CFA Committees, and the CFA membership.

The CFT is currently developed by a small team of sub-contracted developers based in the UK. The developers are experienced with the CFT and have daily interaction with the CFA. Included in the team is a lead engineer, software developers and a project manager.

The CFA is host to some world class expertise in the areas of science and methodology for GHG Emissions. Direct access to this expertise is readily available to the PM.

Above all, the role requires a proactive, dynamic approach to serve member needs and to continue to build momentum in a rapidly changing sector, helping to lead an organisation with a global reach and diverse set of stakeholders.



### **About the Product**

The CFT has been an online agricultural sustainability web app tool for six years and currently services some 11,900 users from farmer to multi-national corporation across 118 countries. The CFT consists of multiple environmental sustainability modules including Greenhouse Gas Emissions, water, biodiversity and more recently Food Loss and Waste. These modules are available for environmental evaluation of multiple crop and livestock types and species. The CFT is written in Django with Python infrastructure.

Previously the product has been very much about developing a web interface for data entry and export/download for the generation of GHG results, and data for further analysis. Moving forward, as the CFA seeks to scale, there is an exciting opportunity for the PM to continue to develop the web app, but to also lead the way in the CFT becoming API first to fulfil the vision and mission of the CFT and CFA.

### **Working arrangements**

The CFA is a virtual organisation, so this role is home based and the PM will need to be self-sufficient for office, computing and communication equipment. It is desirable to be located in Europe, and with the ability for international travel around 4 times a year.

### **Working hours**

This is a full time, employed position, however we offer flexibility for the individual to choose patterns of work to suit their lifestyle and commitments.

### **Applications**

If you would like to learn more about this opportunity and apply for the position then in the first instance please apply with your CV to our resourcing specialist [lauraalcock@elasticatedminds2.com](mailto:lauraalcock@elasticatedminds2.com).

The deadline for applications is 25 September 2020.