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Digital Product Owner - Fiix

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Company: Rockwell Automation

Location: Bogotá

Category: other-general

Rockwell Automation is a global technology leader focused on helping the world's manufacturers be more productive, sustainable, and agile. With more than 28,000 employees who make the world better every day, we know we have something special. Behind our customers - amazing companies that help feed the world, provide life-saving medicine on a global scale, and focus on clean water and green mobility - our people are energized problem solvers that take pride in how the work we do changes the world for the better. We welcome all makers, forward thinkers, and problem solvers who are looking for a place to do their best work. And if that's you we would love to have you join us!

Job Description

The Digital Product Owner - Fiix will be the subject matter expert on our content management system and enable communication between the content authors, developers, and marketing to ensure the products are configured and optimized to deliver content to our customers. We seek a blend of business knowledge, technical expertise, and a user-centric mindset to lead successful product development.

The Digital Product Owner - Fiix will report to the Global Digital Marketing Experience Director.

Responsibilities:

Define and communicate the strategy for .

Conduct market research, user studies, and competitive analysis to identify opportunities and inform product strategy.

Collaborate with partners to align roadmap with our goals.

Maintain a prioritized product backlog, ensuring an understanding of strategic objectives.

You will work with several groups, including user experience, content, development, and QA, to build product releases.

Prioritize features based on customer feedback, analytics, and market trends.

Elicit and document clear and detailed requirements, user stories, and acceptance criteria.

Collaborate with partners to ensure a shared understanding of product requirements and expectations.

Participate in Agile ceremonies such as sprint planning, backlog grooming, and daily stand-ups.

Provide guidance to development teams on product priorities and ensure delivery of features.

Review and accept completed user stories to ensure they meet acceptance criteria and quality standards.

Monitor measurements and user feedback to assess product performance and identify areas for improvement.

Improve on product features based on user feedback, A/B testing, and data-driven insights.

Improve through experimentation and optimization.

Be the primary contact for partners, providing regular updates on product status, roadmap, and risks.

Collaborate with our teams and external partners to gather input, manage expectations, and resolve conflicts.

Work with UX/UI designers to create intuitive and engaging user experiences.

Provide input on wireframes, prototypes, and design iterations to ensure agreement on product goals and user needs.

Qualifications:

Bachelor's degree in Business Administration, Computer Science, Engineering, or related field.

3+ years experience working as a Product Owner, Product Manager, or similar role in digital product development.

3+ years experience working with Agile project management tools like JIRA, WorkFront, ClickUp.

3+ years experience working with collaboration tools like Salesforce Slack, Microsoft Teams, Confluence, and Miro.

3+ years experience working with Content Management Systems such as Adobe Experience Manager, Drupal, and WordPress.

Familiarity with programming languages such as JavaScript, HTML5, CSS, XML, and XSLT.

Knowledge of UX/UI principles and best practices.

3+ years experience with product analytics tools such as Adobe Analytics and Google Analytics.

#LI-PT2

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