



Job Title: Product Analyst - Customer Experience

Reporting to: Head of Business Analysis

Purpose of the Role:

We're looking for a product-minded builder to join our Customer Experience team - someone who thinks in systems and ships in prototypes. This hybrid Product Analyst role blends product ownership with hands-on development skills, focused on transforming our customer-facing offering into a cohesive, elegant single-platform experience. If you love turning complexity into clarity and shipping things that delight users, this role is for you.

This role sits at the heart of our CX product team, partnering with engineering, design, commercial, and support to define and deliver the experiences that customers encounter every day. You'll be part analyst, part developer - shaping the vision and then rolling up your sleeves to help build it.

Key Relationships:

- Head of Product
- Product Managers and other Product Analysts
- ILG/GFS Commercial Functions
- Related technical teams, as required
- Direct customer or partner interaction likely for product testing

Key Responsibilities

- Own and maintain a prioritised product backlog, running sprint ceremonies (planning, refinement, review, retro) in collaboration with engineering.
- Translate the CX vision into well-defined epics, stories, and acceptance criteria with clear outcomes.
- Manage delivery cadence, track progress, and maintain stakeholder visibility across the CX roadmap.
- Balance speed-to-learn with quality-to-ship - keeping momentum without accumulating unnecessary debt.
- Build and iterate on working prototypes to test CX concepts quickly - you won't just spec things out, you'll build them.
- Design and deliver clean, intuitive experiences for key customer journeys: onboarding flows, integration setup, account management, and more.
- Champion simplicity - take complex, multi-step processes and reduce them to something a customer can navigate without a manual.
- Collaborate to produce polished experiences and reference material that drive a standard of simplicity and ease of use across our products.
- Play a significant role in helping us to define our value proposition into a single, coherent platform experience.

- Identify fragmented or duplicated customer touchpoints and drive consolidation initiatives.
- Map end-to-end customer journeys and identify where we can reduce friction, improve clarity, or add customer-centric features.
- Work with product and commercial leadership to define what 'great CX' looks like and then build toward it.

Performance Standards

- Maintain a prioritised and up-to-date product backlog that reflects agreed CX priorities and business goals
- Deliver clearly defined epics, user stories, and acceptance criteria that enable efficient development and minimal rework
- Ensure sprint ceremonies are effective and contribute to consistent, predictable delivery
- Deliver prototypes and product iterations at pace to support rapid testing and learning
- Demonstrate continuous improvement of customer journeys, reducing friction and increasing usability
- Provide clear visibility of progress, risks, and outcomes to stakeholders across the CX roadmap
- Contribute to the consolidation of customer touchpoints into a more cohesive platform experience
- Consistently deliver high-quality, user-centric solutions that balance speed, scalability, and simplicity

Skills & Experience Required

- Previous experience in a product-facing role, with previous development experience. Preferably in a customer experience focused function, team or organisation.
- Real prototyping and front-end development skills - you can build a working demo, not just a wireframe.
- Strong experience in the leveraging of AI tools in rapid iteration such as v0, Figma or Claude Code are a plus.
- Solid command of agile delivery - you've run refinement, managed a backlog, and kept a team moving.
- Excellent communication and documentation skills - you can articulate a vision and write a spec that engineering can act on.
- A systems thinker who can see the whole platform while sweating the details of a single flow.
- Familiarity with logistics, freight, or e-commerce technology.
- Exposure to design systems and component-based UI development.
- Experience conducting user research or usability testing.
- Background in customer success, solutions engineering, or technical onboarding.

Personal Characteristics

- A builder who thinks like a product manager - you care about outcomes, not just outputs.
- Comfortable with ambiguity - you can define the problem before solving it.
- Someone who ships things. Not perfect things - good things, fast, and then better them iteratively with continuous feedback.
- Empathetic toward customers and rigorous about experience quality.
- Energised by the challenge of making complex things feel simple.

