

## JAYNE GOLDEN



**Job:** Digital Product Journey Manager

**Company:** The Co-operative Bank

I am accountable for the performance of end-to-end customer sales journeys across our public website, online banking and mobile app. So on a daily basis I monitor site activity and work within digital and across to product to optimise customer journeys in line with sale targets, ensuring where possible they deliver a seamless customer experience, free of friction in order to drive conversion to sale.

Enthusiastic

Approachable

Dedicated

**The skills I use most in my job...** Personal skills as key part is developing relationships within digital and across the business

- Analytical skills when looking at conversion data and identifying problems
- Project management skills ensuring change is delivered to plan
- Influencing skills during meetings
- Management skills, managing workload, people and various priorities on a daily basis

**The most interesting thing I've worked on in my career so far...** I led on the development and delivery of a digital initiative, which was a working portal for around 400 nationwide universities - turning paper processes into online ones, which made a huge impact to their day-to-day jobs. I led on the design, communication and training, which in turn led to managing the product. Studying the online behaviour, seeing the impact the initiative had, developing the relationships and understanding how we could develop it further was both inspiring and satisfying.

**What inspired me into digital and tech...** At university, I never thought about going into digital although I had considered marketing, but I still was not sure. I took an admin job so I could get in to work as soon as possible and a job in communications seemed like the right move. Getting involved in a digital project was a twist of fate, but I enjoyed the front end - developing and designing a system for people to use - researching and watching how people would use it, seeing how it impacted their lives for the better. The simple psychology around how people behave online is really at the core of what I enjoyed most and so I became passionate about the subject, hence I followed that path. Over ten years later, technology may have developed significantly, but the principles at the core of how to deliver good online initiatives are still the same.

**My educational background is...** I studied business management at St Andrews University before heading back to Liverpool post-graduation where I picked up an administrative job working for a financial institution. An internal job application led to a job in Communications, where during that time I happened to be get involved in a digital project and my career developed from there. Most of my skills I have developed through on the job, through organisation development and through various promotions, which led to me, setting up and running the digital team. During a career break, I further enhanced my skills through courses such as google squared online before joining the digital team at the bank. I now have over 10 years' experience working in digital and for financial institutions.

**What advice I'd give to girls thinking about a career in digital and tech...** Be opened minded. There are so many routes in to digital these days. Look at courses to help support your skills. Try to learn about understand all parts. Find the part you care the most about: whether that be back end development, front end, usability, and optimisation and go with that.