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| Role Title: Dof/Hof Fleet & OEM, Business Roadside Role Code: HofJob Family – Business Roadside, SMR | Date: April 2025 Business Unit: Business Roadside |  |
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| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose**: SLT member with responsibility for RAC’s fleet & OEM partners within the Business Roadside Division.To be the owner of the fleet & OEM roadside product in RAC Business Roadside. Proactively identifying, managing & converting new partner corr-seel opportunities, post breakdown SMR & selective new business.Be the Fleet & OEM expert within RAC , to promote new business opportunities and expand existing partnerships with additional products and revenue.Responsibility for ensuring an appropriate control environment operates across the business to deliver effective governance and control.**Financial Responsibility:** Responsibility for overall business and organisational performance of Business Roadside fleet & OEM sector – * c.£79m revenue pa Fleet sector
* c.£75m revenue pa OEM sector

Responsibility for Fleet & OEM acquisition, retention, cross-sell KPI’s, plans and deliverables Responsibility for setting clear direction, reinvigoration, and driving business growth. Responsibility and ownership of the profitability growth of the Fleet & OEM customer base. SM&CR: * Undertake Significant control & Influence over a regulated area.
* Management and accountability of Duty of Responsibility under Section 66A Financial Services Markets Act 2000.
* Accountability to ensure where breaches occur this is managed in line with regulations. Demonstrate where “reasonable steps” to support or prevent breach occurrences.
* Adherence to conduct rules, accountable in line with FCA & PRA

**Non-Financial Responsibility:*** Direct line management of Fleet &OEM team
* This role will involve some UK travel, requiring current driving licence

**Reports to:** CEO, Business Roadside**Relationships:*** RAC Executive Directors
* External client’s prospects, partners and prospective partners/clients
* CEO, SMR
* RAC SLT
* CTO
 | Role is responsible for the following:* Full responsibility for the successful execution of Fleet & OEM strategy
* Develop appropriate short, medium & long-term growth strategies for the Fleet & OEM business
* Ownership of a clear target plan for Fleet & OEM growth through existing partner cross-sell, post breakdown SMR penetration & selective new business
* Maximise the Fleet & OEM margin performance
* Be the Fleet & OEM expert for Business Roadside and wider RAC business functions, providing support and collateral
* Develop minimum five-year financial model; demonstrating strong leadership and influencing skills cross division.
* Ensure that the fleet & OEM propositions are fully defined and address the needs of the market by cohort; keeping a pulse on conditions within and outside RAC.
* Represent and manage the business with key stakeholders (both internally and externally); maintaining strong relationships and building on opportunities presented for future division growth.
* Hold responsibility for the management/creation of associate relationships and exclusive strategic partnerships.
* Lead in partner interactions & negotiations
* Develop structured approach for large, medium & small fleet & OEM customers
* Support CEO Business Roadside with delivery of both the client business proposition and margin performance. Work with stakeholders to develop the RAC’s proposition and product definition and development, differentiating the company from its competitors
* Represent and manage the reputation and credibility of the business with key stakeholders
* Maintain a key focus on the day-to-day metrics as well as longer term targets holding the team accountability, with support of CEO Business Roadside
* Ability to predict how internal and external conditions may change and affect current and/or proposed agreements and react appropriately.
* Ability to rationalise between business need and divisional demand; understanding where key priorities should be focussed.
 | Skills/Knowledge/Experience* Significant experience at a senior / Board level, within the fleet and/or OEM sector with a track record of SMR growth or ownership
* In-depth knowledge and experience of the fleet & OEM market & the systems that it operates upon
* Understanding and experience of how fleets & OEMs procure roadside and associated services
* Understanding and experience of the Fleet & OEM propositions that deliver against the needs of partners
* Successful track record of customer growth & negotiations
* Strong understanding of partnerships and income generation.
* Collaborative approach, influencing change while maximising commercial success.
* Ability to restructure/organisation, ensuring bench-strength, and working to ensure overall clarity, alignment and engagement for colleagues across the team.
* Strategic and developed operational people management skills, including a successful record of building personal credibility and managing relationships with senior Executives
* Understanding of other functions on which BU has dependencies.
* Customer & Supplier management
* Project and change management, planning and execution
* High standard of presentation skills and relationship management at Board level
* RAC process and practices
* Understanding of customer service, volume process issues and approaches.

Technical skills:* Able to challenge constructively, influence and challenge at a senior level

Personal Attributes: * Proven track record in sector growth
* Proven track record in team leadership, and cross team calibration.
* Excellent relationship management and influencing skills
* Excellent organisational skills
* Ability to assimilate information and make decisions quickly
* Ability to draw out and deal with conflict/challenge
* Strong communications skills – written and verbal
* Experience in coaching and developing colleagues
* Strong understanding of how objectives align to the RAC strategy
* Demonstrates gravitas and credibility
* Display negotiation skillset in persuasion, compromise and diplomacy.

Educated to:* Degree or equivalent.
* MBA or other Management qualifications
 | **Capabilities/Strengths:**Need to exhibit behaviours consistent with RAC core values and competencies.Key competencies:* Achievement Drive – Level 5
* Commercial Awareness – Level 5
* Leadership – Level 5
* Building Relationships – Level 5
* Strategic Thinking – Level 5
* Judgement & Decision-Making – Level 5
* Interpersonal & Influencing Skills – Level 5
* Team Working – Level 5
* Continuous Improvement – Level 5
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