|  |  |  |  |
| --- | --- | --- | --- |
| **ROLE Title:** | **Proposition Manager**  | **DAte:** | **May 2025** |
| **ROLE Code:** | **D** | **Business Unit:** | **Consumer Roadside** |
| **JOb Family:** | **Consumer Retention** |  |  |
| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose :*** To help us deliver our commercial goals by giving customers the most compelling reasons to stay with the RAC
* You’ll do this by optimising our existing member **Breakdown** proposition and experience, shaping new ideas and ensuring delivery/performance of in-flight changes.
* **Consumer Breakdown** is a high-profile role area. This team is central to our Group P&L and our ambition to be number one for driving services

**Role Dimension:****Financial*** Responsible for delivering Retention targets – improving churn and increasing revenue from our existing Consumer member base
* Identifying new opportunities to deliver proposition and experience initiatives

**Non-financial:*** Drive and deliver change in a cross functional, fast paced environment.
* Become a proposition expert, bringing high quality insight and thought leadership to our Retention team and wider Consumer division
* Act as the voice of our members to deliver better propositions and experiences that mean more members want to stay with RAC

**Reports to:** * Head of Customer Propositions

**Relationships*** Manage relationships with Stakeholders across the RAC:Customer Insights, Marketing, Finance, Pricing, Digital, Contact Centres, Back-Office Operations, Roadside Patrol, Legal & Compliance and project delivery teams
 | **Outcomes the role needs to deliver:*** Define and develop **new** propositions that ensure we deliver our churn and revenue targets in Retention
* Become a **subject matter expert** on our Consumer member base
* Work with Contact Centre and myRAC channels to ensure changes are delivered effectively and are maximising commercial opportunity
* Drive, motivate and manage stakeholders to deliver **in-flight** changes to our proposition and member experience
* Influence and negotiate with key internal and external stakeholders to ensure **appropriate priority** is given to proposition ideas, tests and permanent change
* Build **plans and budgets**, in conjunction with key stakeholders, to deliver targets for your propositions
* Be aware of **organisational and external change**, overcoming threats that would harm our proposition, and leveraging opportunities
* Deliver with **enthusiasm and pace**, accepting that requirements can change at short notice to support commercial needs
 | **Skills/Knowledge/Experience*** Able to **think like a customer** and champion their needs across a diverse audience
* Able to **leverage customer insight** and assess existing solutions and/or generate new ideas,
* **Working with numbers**, able to assess proposition performance and identify weakness/opportunity
* Experience in financial **business cases -** as author, contributor or sponsor
* Ability to **influence** stakeholders of all levels from across the business to change.
* Ability to **drive change** across multiple business areas, pushing on continuous improvement of our membership proposition and experience
* Knowledge and experience within **financial services and/or subscription services**

**Qualifications/FSA:*** Experience in financial services sector preferred (but not essential):
* Relevant Degree or Vocational Qualifications preferred (but not essential) e.g. CIM, IDM
 | **Capabilities/Strengths:****As a proposition designer:*** **Pioneering** - find new & better ways
* **Curious** - to understand how things can be better, why they are / aren’t working
* **Restless** - to make things better
* Willing to **test and learn**
* **Embraces Change**

**As a proposition deliverer:*** **Organised** – gets things done on time
* **Delegates** – makes it happen via others
* **Prioritises** – acts on what matters most
* **Ownership** – supports others in delivery
* **Pace** – strong sense of urgency
* **Approach** – fit for purpose, not perfect

**RAC Competencies:*** Achievement Drive – Level 4
* Customer Focus – Level 4
* Commercial Awareness – Level 4
* Continuous Improvement – Level 4
* Building Relationships – Level 4
* Team Working – Level 4
* Strategic Thinking – Level 3
* Leading Change – Level 3
* Interpersonal & Influencing – Level 3
* Judgement & Decision Making – Level 3

**Travel**There may be occasions where there will be a requirement to travel to other RAC sites or 3rd party suppliers, a willingness to travel (when appropriate) is desirable.  |