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| **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. |