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| ROLE Title: | Channel Partnership Manager | | DAte: | | March 2024 | |
| ROLE Code: | Grade D | | Business Unit: | | Consumer Roadside | |
| JOb Family: | Consumer Trading | |  | |  | |
| **Role** | | **Need to Do** | | **Need To Know** | | **Need to Be** |
| **Role Purpose:**  The Partnership Manager is responsible for managing their accounts through a matrix team, to maintain and expand relationships within their agreed partners to ensure revenue growth is achieved.  Assigned to named partners, the Partnership Manager is responsible for achieving acquisition sales performance via partner led campaigns / promotions, evolving, and delivering the account strategy, owning the proposition development cycle, and ensuring assigned account objectives are met, whilst ensuring the end consumer is presented with a compelling proposition. All activity with partners and end consumers must be delivered in line with FCA best practise and be compliant.  The Partnership Manager will work across assigned existing partners and work with the head of key accounts & indirect channels and the wider acquisition squad to agree and execute the GTM strategy plan to ensure both volume and revenue budgets are achieved on a quarterly/annual basis.  Also responsible for contractual negotiations and contract management of existing partners. ensuring contractual obligations are always met through a joint business plan agreement.  Representing RAC’s range of Consumer products. The Partnership Manager will lead the business planning cycle for assigned partners. Ensuring each partner has a clear plan linked to achieving joint business objectives. Providing account management including commission payment process, management information, minuting meetings etc  **Role Dimension:**  Financial   * Deliver to strategic in-year plan * Strategically working with the partner and internal stakeholders to deliver acquisition revenue and volume budgets set by the business. * Deliver annual unit and revenue targets for own partners. * Ensure promotional activity is within marketing budget.   Non-Financial   * Work across the matrix with internal business partners deliver partner promotional activity or evolve the propositions available to the partner * Meeting and exceeding objectives agreed by Head of key accounts & indirect channels. * Monitor product and service development and delivery and report to manager. * Effectively manage the relationships with own partners to ensure effective delivery. * Use business cases to take ideas and initiatives to senior stakeholders. * Champion the GTM execution within designated channels.   Relationships   * Develop excellent collaborative stakeholder relationships with key internal teams: Marketing, Digital, Customer Insights, Product & Propositions, Pricing, Legal, Compliance, finance and the wider acquisition squad. * External Partners * Role will require influencing and presenting to partners and peers   Regulatory  Ensure all products, propositions and promotions are clear, fair, and not misleading, are designed to meet the needs of consumers and are targeted and marketed accordingly. Ensure that products perform as the RAC has led consumers to believe and that the service provided is of a high standard. Where appropriate, ensure that products and promotions are researched to test consumer understanding and demand, and refine products and promotions accordingly. Any subsequent customer complaint or feedback should be used to continually refine and improve RAC's product and promotion portfolio. | | **Outcomes**   * Meet assigned targets for profitable sales volume and strategic objectives in assigned accounts * Execute the joint company-strategic account plan that delivers mutual performance objectives, financial targets, and critical milestones for a one and three-year period. * Proactively analyse, validate, and adapt to Partner and the partner’s customer base (Consumers) needs on an ongoing basis * Establish productive, professional, and strategic relationships with key personnel in all areas of the business including external partners. * Coordinate the involvement of company personnel, including Marketing, Pricing, Compliance, Finance, IT / Web team, Legal, Sales Operations and Breakdown Operations. * Implement promotional offers that drive breakdown sales – owning the full proposition development cycle from P&P approval to proposition brief submission. * Completes required training and development objectives within the assigned time frame. * Creates compelling propositions for end consumers – delivered via high quality promotions & marketing * Lead and project manage the implementation and successful launch of new propositions and offers – internally and externally owning the proposition brief process for affinity partner propositions * Identifies / Prospects for new Partners where appropriate, passing any relevant leads to the new business team, working with them to process new partners through contract stage to campaign launch * Establishing partners regulatory status and implementing the right regulatory solution * Manage meeting cycle with key partner contacts – Monthly / Quarterly / Annually – and keep records of actions and minutes * Seen as an ambassador of RAC’s core values both internally and externally * Use your own and other stakeholder’s analysis to understand channel performance. Respond quickly to halt poor performance by adjusting pricing or launching tactical customer offers that ensure the RAC meets challenging acquisition targets * Negotiate ongoing contracts with partners, working hard to understand contract landscape for each partner * Work with Head of Key Accounts & Indirect channels on channel annual budget submission and ongoing outlook forecasting – 3+9, 6+6 & 9+3 * Ability to forecast channels performance weekly to meet annual budget targets. | | **Skills/Knowledge/Experience**   * Educated to degree level standard (preferred not essential) * Relevant sector-based sales experience in a “B2B2C” sales environment * Strong relationship building and influential skills * Ability to deal with partners of all levels * High level of commercial awareness and acumen * Strong negotiation and problem-solving skills * Intermediate PowerPoint and Excel skills with the ability to create presentations, present and negotiating with partners up to and including Board level * Ability to manage a reasonable number of corporate partnership accounts * Strong ability to analyse and manipulate data * Excellent communication skills - verbal and written * Excellent attention to detail and accuracy in all work * Planning, organising and prioritisation skills * High degree of understanding of the company, its products, services and culture * Knowledge and experience in Consumer products and services, including proposition launch/delivery * Experience in business casing opportunities and making decisions using business cases * Strong understanding of go-to-market channels including call centres and Online * Experience of working in a regulated environment   **Requirements & Working Conditions**   * Role can be home based or hybrid * This position requires UK travel * Current driving licence | | **Expert**   * Customer Focus * Judgement & Decision Making * Achievement Drive * Team Working * Building Relationships   **Experienced**   * Strategic Thinking * Continuous Improvement * Commercial Awareness * Interpersonal & Influencing Skills * Leadership   Exhibit behaviour consistent with RAC core values:  **H**andle it Together  We work as one team: showing trust, respect, fairness, and integrity  **E**xceptional Service  We deliver excellent results and service, every time  **R**aise the Bar  We always look for new ways to be even better  **O**wn It  We are empowered to take action |