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| **ROLE Title: Hd of CommERCIAL PROPOSITION** |  | **DAte:** | Nov 2024 |
| **GRADE: E** |  | **Business Unit & AREA** | Consumer Retention Squad |
| **Role** | **Key Responsibilities:** | **Skills / Knowledge / Experience:** | **Competencies / Values** |
| **Role Purpose:*** Owns retention P&L, setting budgets with finance and negotiating targets with trading pricing, finance and CX leads.
* Owner of Commercial Transformation plan/ roadmap delivering member-led propositions to reduce churn and drive ARPU and LTV
* Work with all delivery functions to ensure end-to-end delivery of key programmes is delivered to time/budget/scope.
* Engaging with other commercial leads across group functions to maximise retention synergies (including service improvement plans).
* Build and Lead a team that is high performance
* Ensuring all propositions meet all regulatory requirements (including GDPR, PCI etc)
* Owner and lead on 24-month roadmap / including engaging with BA and Products

**Role Dimension:****Financial*** Responsible for delivering the £300m BGT across IM and SME
* Responsible for delivering propositions in line with business cases

**Non-Financial:*** 3 direct reports and a virtual team across the retention squad of 15 FTE
* Drive strategic market, customer & operational insight to inform the development of a transformation roadmap, to deliver competitive advantage and long-term profit growth for RAC
* Design & build new IM propositions with responsibility for insight, USPs, creative positioning & customer experience
* Lead the development of the existing membership proposition, including integration of core products, member benefits and membership tiers
* Contribute to colleague engagement and deliver ‘team score 4’ for Consumer Roadside
* Deliver high levels of customer satisfaction

**Reports to**: Director of Retention**Relationships:*** Manage relationships with key stakeholders including: Marketing, Insurance, Insight, Pricing, Finance, Acquisition, Retention, IT & Change Management, Legal & Compliance
* 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

**Committees/Forum Membership:*** Performance Meetings
* Product and Pricing Forum
* Change Board
* Big Bet meetings
* Agency meetings
* Any other ad-hoc or relevant project related meetings
 | **Commercial Transformation Plan**: Create a strategic vision and roadmap for Consumer Breakdown that will grow volume and value for the business* Define the 3-year plan covering tactical and strategic activity for the Consumer Breakdown portfolio
* Develop customer focussed 3-year new product innovation pipeline and roadmap

**Proposition:** Owns the existing customer proposition, portfolio, USPs and performance across channels* On-going measurement and review of propositions against commercial and customer targets.
* Optimisation of existing breakdown propositions and payment methods

**Proposition Attributes**: ensures proposition development is in the best interest of the customer and drives P&L* Proposition development grounded in market and competitor dynamics
* Bring high quality insight and analysis that underpin the growth of customer volumes and ARPU
* Be customer led, acting in the best interests of the consumer
* Be commercially driven, creating compelling business cases that drive the customer volumes and profitability of the Consumer Roadside P&L
* Ensure propositions are researched to test consumer understanding and demand, and refine products and promotions accordingly
* Use customer complaint or feedback to continually refine and improve RAC's product and promotion portfolio.

**Proposition Launch**: Delivery of new propositions and products to market* Defines and leads the go to market plan working with stakeholders from across the business
* Optimises in life performance vs. targets
* Leading stakeholders: Own, lead and deliver change within a cross functional team, driving pace and accountability
* Engage and influence key stakeholders at all levels to enable the delivery of the roadmap.
* Input into IT architectural strategy to match future customer & business needs with internal systems capability
* Work closely with compliance and regulatory teams to ensure RAC propositions are clear, fair and not misleading to customers
 | **Skills/Knowledge/Experience*** Deep experience of new proposition development and in-life management
* Good experience of consumer marketing.
* A track record of delivering change across a matrix organisation
* A track record of delivering trading performance and commercial growth
* Evidence of delivery to market of customer focussed propositions based on sound customer insight
* Experience of consumer retail sector and ideally businesses with large membership bases
* Deep Experience of driving customer insight from a range of sources (traditional research, frontline touchpoints, data analysis etc.)
* Experience of managing commercial KPIs
* Inspirational people management, coaching and development skills

**Qualifications/FSA:*** Ideally degree level or higher education in relevant subject such as marketing, digital or business
 | **RAC competencies:** * Strategic Thinking – Level 5
* Judgment and Decision Making – Level 4
* Commercial Awareness – Level 5
* Interpersonal & Influencing Skills – Level 5
* Continuous Improvement – Level 4
* Leadership – Level 4
* Leading Change – Level 4
* Achievement Drive – Level 4
* Developing Self and Others – level 4

**Values**A role model who demonstrates the highest standards of ethical and professional behaviour consistent with RAC HERO values:**Handle it Together**Cares about impact on others, shares ideas and positively challenges others**Exceptional Service**Has best interests of colleagues and customers at heart, goes the extra mile to enhance customer experience, understands business strategy**Raise the Bar**Driven and ambitious, challenges self and others, continually learning**Own It**Leads by example, trusted to achieve right outcome, passionateAble to travel and work across various locations, particularly Bristol, Birmingham & London. |