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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, passionate  Able to travel and work across various locations, particularly Bristol, Birmingham & London. |