

About the role

Role

B2C Propositions Manager

Location and hours

London

35 hours per week.

3 days in the office / 2 days remote.

Career Framework

Expert

Salary

Competitive salary plus Benefits

What you'll be doing

We're looking for a motivated and curious Propositions expert to join our Marketing team.

This is a newly created role that will support the development, delivery and ongoing optimisation of customer propositions. Reporting into our Senior Propositions Manager, you'll work closely with colleagues across Marketing, Customer Experience and the wider business, to help shape how we communicate the Scheme's value to customers.

You'll also work alongside our Marketing Managers to define and evolve how we position the Scheme - developing messaging frameworks and guiding the strategic narrative over time. You'll become an expert in our customer-facing brand and use this expertise to help shape the way we talk about what we offer, how we deliver it, and why it matters to customers.

This is a great opportunity for someone with a passion for customer-led marketing who's ready to grow their experience and make a real impact.

You will:

Support proposition development and optimisation

- Work with the Senior Propositions Manager to develop and refine B2C propositions that respond to customer needs and support our brand and business goals
- Use research, insight and competitor analysis to support proposition design
- Help turn insight into simple, effective value propositions
- Support the creation of tools and documents (like "proposition on a page") to help teams understand and use each proposition
- Contribute to testing, validation and the ongoing refinement of propositions across their lifecycle
- Support the collation of Proposition performance metrics by working with insight and data teams to produce clear reporting and performance commentary

Help shape and apply our customer positioning

- Support the development and maintenance of core customer-facing positioning tools - including:
 - Our Scheme narrative and storytelling framework
 - A customer-facing articulation of the brand promise
 - Reasons to believe, tailored by audience and moment

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- Translate strategy into a clear, distinctive narrative that helps teams explain what makes the Scheme unique – and why it matters to different audience segments
- Work with teams across Marketing, CX and the wider business to embed this positioning in messaging and materials
- Help ensure our messages are clear, accessible and aligned across all key channels and customer moments

Support planning and delivery

- Help coordinate activity across teams to support proposition delivery
- Assist with planning and running workshops, ideation sessions or discovery work
- Contribute to go-to-market and testing plans and content creation
- Keep project plans, documentation and timelines organised and up to date

About you

This role will suit you if you are:

- Organised, thoughtful and genuinely interested in what makes customers tick. You're someone who's confident digging into insight, spotting patterns, and helping others turn strategy into action.
- Some who has experience in a marketing, CX, research, product or proposition-related role
- Confident using customer insight, feedback and data to support decision-making
- A strong communicator who can write clearly and accessibly for different audiences
- Able to influence through compelling, data-driven storytelling.
- Comfortable working across teams and managing different priorities
- Someone who enjoys variety – from researching customer needs to helping shape customer messages
- Target driven, with a proactive mindset and keen to learn and grow

Minimum criteria

You'll need:

- Experience in proposition development, messaging, or customer value frameworks
- Experience in customer-led marketing, brand, research or CX teams
- Confidence working with insight and research
- Strong organisation skills, with attention to detail
- Experience working collaboratively with cross-functional teams
- A focus on inclusive, clear and customer-friendly communication

Desirable criteria

- Proven experience in defining new proposition development from ideation to execution
- Familiarity with tools like double-diamond, value proposition canvas, STP (segmentation, targeting and positioning) models, or message testing
- Experience writing customer-facing content or marketing materials
- Experience developing messaging frameworks or brand narratives
- Experience in a regulated industry (e.g. financial services, healthcare or public sector)

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Who you'll be working with

This role sits in the Marketing team within the Marketing, Customer Experience and Communications directorate, reporting into the Senior Propositions Manager. This role will also lead and collaborate with cross-functional squads.

Our team mission is to create best-in-class customer value strategies for our eligible base, for our prospects and for our customers throughout their lifecycle. We deliver this through propositions, contact strategies, and campaigns.

We are:

- A creative, ambitious team that aims to better-utilise data to deliver market-leading campaigns and work smarter
- A team that cares about fairness and having fun at work
- A talented bunch, led by our CMO Lisa Thomas
- A truly customer-first organisation that's undergoing an exciting period of transformation

We're Motability Operations

About us

We're the company behind the [Motability Scheme](#). We exist to deliver smart, sustainable solutions that improve our customers' mobility in a fast-changing world. We're the UK's largest car leasing company and we help over 800,000 people get on the road.

We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs.

What we do

We lease a wide range of tailored mobility solutions to people who receive one of the Government's qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.

At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.

The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10.

How we work

We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](#) to find out more.

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We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.

Our beliefs and values

We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.

We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.

Our values are at the heart of everything we do:

- We believe no one should be left behind → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

What we can offer you



Pay: competitive salary, with a yearly discretionary bonus, based on your performance



Holiday: 28 days, and you can buy and sell days



Pension: 15% non-contributory pension (9% during probation)



Health and wellbeing: Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme



Development: A library of internal training on our myLearn platform



Family friendly: We have competitive family leave policies



Diversity and inclusion: We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access



Helping our community: One volunteering day each year, and access to volunteering platform Neighbourly



Schemes: Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers



Other, voluntary benefits: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office

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