

About the role

Role

B2C Propositions Manager

Location and hours

London, Bristol, or Edinburgh.

35 hours per week.

3 days in the office / 2 days remote.

What you'll be doing

We're looking for an exceptional Propositions Manager to join our thriving Marketing team.

The Propositions Manager will be responsible for evolving our proposition during a period of unprecedented change in the motor industry, and a transforming business.

This is a unique opportunity to help shape a new function in a truly customer-first organisation. Your work represents one of the clearest expressions of our purpose.

You will:

Define the opportunity:

- You will design new propositions (and evolve existing propositions) based on customer needs and aligned to brand, CX and business objectives.
- You will work with Insights teams to understand customers' deep motivations and the changing market landscape. You will commission research, analyse key business metrics and investigate customer pain points.
- You will translate these insights into segment-specific strategies.
- You will develop propositions that consistently deliver value to our customers, over and above the functional benefits of the product itself.

Design the proposition:

- You will use a variety of proposition development techniques to create concepts which address customer needs, differentiate the brand and help achieve sustainable competitive advantage.
- You will assess and refine concepts based on feasibility, value, effort, and appeal.
- You will lead rapid experiments to validate proposition hypotheses, enabling quick learning and iterative refinement.

Create a business case and secure approval:

- You will work collaboratively with internal and external stakeholders to align on proposition design ambitions.
- You will build a robust business case for new propositions, working alongside the wider business (Product, Partners, Customer Services, Technology) to agree the cost benefit analysis and implementation plan.
- You will be responsible for gaining buy-in from the appropriate forums for approval, funding, and resource. You will present proposals to senior leaders and channel owners to ensure your initiatives are prioritised across the business.

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Help develop the go-to-market strategy:

- You will provide support and guidance for Marketing, Campaigns and Product teams to develop launch plans and/or testing plans across various channels.
- You will be the 'go-to' expert on your propositions. You will share the 'proposition on a page', recording clear guidance for its usage, CSFs and the positioning statement.
- You will anticipate challenges or dependencies for deployment during proposition development to support delivery teams to resolve these and deliver at pace.

Manage propositions across their full lifecycle:

- You will ensure propositions remain competitive by evolving and optimising them to meet changing customer needs and market dynamics.
- You will evaluate and maintain propositions, ensuring substantiation is up-to-date, and maximise usage across the end-to-end customer journey.
- You will deliver ongoing monitoring across key customers touchpoints for your propositions.
- You will ensure propositions remain fit for purpose, are aligned to the latest insights (market, customer, business and brand tracking).
- You will identify and address any gaps or risks, and manage the end-of-life stage for propositions.

Be the custodian of the value propositions roadmap:

- You will share both short-term and longer-term plans for propositions for your target segments. This includes timelines for new insights and change which could impact your propositions.
- For the wider business, you will be a key contact for customer insights, share best practice for propositions and customer value strategy, and be the voice of the customer, always.

About you

This role will suit you if you are:

- A customer-obsessed individual with a true passion for propositions.
- Someone with a growth mindset, who embraces challenges, learns from feedback, and continuously seeks opportunities to grow and improve.
- An enigmatic leader who can bring people together and influence others.
- A target-driven individual who enjoys a fast-paced, demanding role.
- A confident communicator who's at ease presenting strategic proposals to a Senior audience.
- A self-starter who's comfortable working in an Agile methodology .
- A coach and mentor who cares about developing those around them and inspires others to bring their A game.

Minimum criteria

You'll need all of these.

- Extensive experience in developing B2C propositions.
- Experience designing propositions using methodologies such as Double Diamond
- Experience facilitating ideation workshops using a range of techniques

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- Experience working in a dedicated propositions function using a structured framework or playbook to design and deliver
- Proven ability to solve complex problems and drive value through insight-led propositions
- A robust track-record in propositions delivery and G2M strategies
- Proven end-to-end accountability for proposition performance and optimisation
- Leadership experience, with the ability to bring cross-functional teams together to achieve success
- Strong analysis skills and experience commissioning market research, competitor analysis and concept testing
- Ability to manage complex projects with dependencies across multiple teams
- Demonstrable experience in sharing propositions expertise to up-skill others
- Experience working in Agile and using Jira as a workflow management tool
- Experience working in a regulated industry with strong awareness of consumer, financial, data and advertising regulations

Desirable criteria

- Proficiency in one or more BI tools e.g. Power BI, Tableau, Qlik
- Experience working in a large B2C Brand/Marketing/CX function

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 Marketing 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.

Motability Operations

What we do

We lease a wide range of tailored mobility solutions to people who receive of 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.

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

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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