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# Example of Propositions Manager Job Description

Our growing company is looking for a propositions manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for propositions manager

* Own, drive & implement go-to-customer marketing strategies & execution for new product development and customer-impacted projects
* Establish excellent working relationships with your peers in brand marketing, global trade marketing and brand experience, other essential departments such as finance, customer care, PR and legal
* Measure and report on the effectiveness of our activity
* Lead the planning and execution of large, multi-market campaigns, including coordinating international inputs and asset briefings
* Own the take-to-market budget for key propositions, working closely with the local markinet teams to plan and track effectiveness
* Using qualitative and quantitative research to develop propositions including a marketing concept, pricing and financial predictions
* Comfortable with financials, and able to create / support business cases and forecasts with sound business rationale
* Leading cross functional virtual teams in a large, matrixed organisation with the ability to work effectively across divisional boundaries when required
* Working with teams across the delivery plan and customer experience even if not directly responsible for executing on them
* Specify product and proposition ideas and requirements by leveraging research and data analytics, engaging sales, conducting competitive intelligence, and initiating customer interactions

## Qualifications for propositions manager

* Work independently and within a diverse team including with stakeholders from different departments, entities
* Ability to adapt quickly to changing situations and conditions
* Participation in major bids pipeline build activity, customer engagements, proposition creation, proposal responses, bid approval and business case
* Have a strong commercial finance business partnering experience, having previously lead commercial finance teams and having supported business teams in driving success
* Excellent communication and presentation skills whether formally or informally
* Develop and drive a marketing and communications strategy and plan for repeatable, differentiated business consulting propositions that deliver significant revenue growth