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# Example of Propositions Manager Job Description

Our innovative and growing company is looking for a propositions manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for propositions manager

* Microsoft Office, database applications and web literacy
* Portfolio monitoring, capital and margin management
* Ensure that all products are fully compliant and any issues are rectified efficiently
* Identify relevant cost efficiencies in service delivery to customers
* Maintenance of policy and disclosure documents including preparation of schedules
* Working with process owners and key partners, ensure that processes are well controlled and are appropriate for Group Insurance products
* Develop and implement client and customer retention strategies
* Manage the strategic planning process for the Telecoms, Utilities, Retail vertical
* Together with the product Management team, builds a view of the point-products needed to sell against key needs
* Act as the key strategic interface between the sales function and the marketing function to ensure that go-to-market launch plans drive demand in the vertical

## Qualifications for propositions manager

* Ability to develop, manage and execute a programme / campaign / activity end to end, within budget and timescales achieving agreed targets and business impact
* Experience in working with consulting teams to increase penetration within client accounts through focused marketing activity
* Basic understanding of pipeline, utilisation and revenue relationships
* Not everyone needs to be a full copywriting expert but as a minimum everyone should be able to craft straight forward, grammatically correct and engaging emails, notes, reports, invites, briefings etc in line with PA’s tone of voice guidelines
* A basic primer on design principles aligned to the PA brand guidelines, including typography, colours, images etc, particularly in the use of PowerPoint
* Knowing how to structure a story and telling it in the way most appropriate to the audience, whether it's a top level message, or complex business conversation