Downloaded from <https://www.velvetjobs.com/job-descriptions/propositions-manager>

# Example of Propositions Manager Job Description

Our innovative and growing company is looking to fill the role of propositions manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for propositions manager

* Solution development to address emerging market opportunities, through adopting human centred design principles coupled with strong market and risk pool expertise
* Oversee the development of global guidelines, guidance and ‘how to’ principles to ensure we design propositions that are actionable based on customer and business strategy
* Drive strategy and execution with agencies to deliver on-brand, cut-through creative through channels relevant for target audience
* Support individual product marketing managers to plan & implement robust test & learn calendar to drive learnings & increase efficiencies of marketing spend
* Act as key liaison across retail banking teams to drive sales targets and embed a culture of continual process improvement and efficiencies
* Lead propositions team to plan and develop annual integrated product marketing plans, prioritising and adapting throughout the year to drive sales targets including bank wide cross-buy plan
* Control, plan and forecast of Multiplay propositions, marketing support and volume bonuses
* Define the overall Multiplay proposition strategy to deliver long term sustainable growth and build the operational plan to successfully deliver all aspects
* Ensure delivery of accurate and timely proposition updates on all Multiplay systems
* Develop and maintain relationships with key internal senior stakeholders to enable successful delivery of Multiplay propositions, including alignment to Dixon Carphone campaigns

## Qualifications for propositions manager

* Using skills in storytelling to create compelling presentations and having the confidence to deliver the presentation in a compelling and engaging way
* Ability to write an informative brief, negotiate agency involvement costs and effectively manage the agency throughout the life of the project, in order to drive the business value and ROI
* Understanding how social media compliments traditional media, seeking opportunities to use social media with marketing programmes and campaigns
* To confidently talk with, and influence, customers, influencers, stakeholders and sales teams
* Demonstrate good level of skill and understanding in using SharePoint, PowerPoint, Excel, social media tools, budget forecasting and planning
* Solid experience of working in an international marketing environment