



Example of Propositions Manager Job Description

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Our innovative and growing company is hiring for a 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

- Support the growth of Hive's North American retail presence by working closely with the North American retail team on developing specific local retail propositions
- Understand wider channel requirements and identify how we can tailor and expand our portfolio to support Hive's commercial objectives in the US & Canada
- Plan and conduct appropriate user research to identify use cases and define props, in collaboration with the customer insights team
- Forge close working relationships with the global brand and pricing team, North American marketing to position new propositions within the Hive ecosystem
- A strategic thinker, able to take independent ownership and deliver proposition idea in line with Hive's business strategy in North America
- Successfully planning effective propositions through the developing planning processes which meet agreed customer and commercial targets, and which support the growth of the business
- Drive marketing excellence within Non-food, supporting and challenging with equal passion
- Work in a collaborative fashion with Marketing and Commercial stakeholders
- Strong project management skills with the credibility to influence senior stakeholders across BSI, clients and third parties
- Effective multiple stakeholder management experience

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- Increase cross-sell within our customer base in all key geographies through effective marketing of propositions at global or local level
 - Support the sales teams on major new deals that draw heavily on proposition material, especially for new logo clients
 - Develop and drive the adoption of new creative marketing tactics and operational excellence, as demonstrated through external recognition
 - Maximise the return on marketing investments through optimal use of marketing budgets and resources
 - Detailed understanding of our customers - their needs, drivers, challenges – and experience in marketing consulting solutions and services
 - Detailed understanding of our competitors – how PA can and does compete against them – and experience in researching market opportunity for our propositions