Proposition Manager

|  |
| --- |
|  |
| **Budget:** |  | **Function:**  | S&M (Marketing) |
| **Line Manager:** | Head of Marketing | **Direct Reports:**  | 0 |
| **Our Vision** |
| Simplyhealth is a 150-year-old business with an amazing heritage and history of changing healthcare in the UK. It is continually modernising, as reflected by our B-Corp status; something that is very important to our customers and to our people.With an ever-increasing strain on the NHS, and a cost-of-living crisis, the products that Simplyhealth offer are needed more than ever before. But Simplyhealth have bigger ambitions than that. We want to improve access to healthcare for everyone in the UK – we are not just about the wealthy who can afford to go privately, we want to democratise healthcare in terms of cost but also accessibility to ensure that as many people as possible, can access the healthcare they need. Specifically, we want to improve access to healthcare for all in the UK to: lead your best life, prevent you from getting a disease you’re at risk of, access the best in care (digital where possible, physical where necessary), and manage your long-term condition.To achieve this, we are embarking on a radical transformation to deliver this ambitious goal. With a trusted brand and a strong heritage in healthcare, we think we are uniquely placed to help change the landscape of healthcare in the UK. |
| **Your Role** |
| The Proposition Manager is responsible for developing and managing the go-to-market proposition narratives for target customer, intermediary and dental groups for the Healthplan and Denplan portfolio of products aligned to the product growth strategies. This role will work closely with product, marketing, sales, and other stakeholders to ensure that the company's products are positioned effectively for different target segments – including the optimum channel, price point and communication strategy for each target segment. |
| **Your Responsibilities & Accountabilities:** |
| * Work with Product to understand customer, member and patient needs and preferences.
* Develop and manage the go-to-market proposition narratives, tying the proposition to the audience needs through effective storytelling
* Develop and embed a proposition narrative blueprint for each market-facing team to align to.
* Track and analyse the performance of the go-to-market propositions.
* Educate all front office teams around the importance of proposition definition and narrative
* Keep the proposition narrative blueprint up to date with ongoing data & insight
 |

|  |
| --- |
| **Key Connections:**  |
| * Product teams
* Marketing
* Brand
* Sales
* Pricing & underwriting
* Finance
* External partners
* Risk
* Customer Service
 |
| **Key Experience, Knowledge and Expertise** |
| * Strong marketing experience across multiple brand and channels.
* Proven track record of developing successful go-to-market propositions.
* Experience in using personas to drive distinct and targeted propositions
* Use of storytelling to re-enforce proposition narratives
* Experience in supporting front-office teams to deliver distinct propositions
* Strong understanding of the health insurance market.
* Commercially astute with ability to identify opportunities to drive customer lifetime value
* Excellent communication, interpersonal, and presentation skills.
* Ability to work independently and as part of a team.
* Strong analytical and problem-solving skills.
* Passion for customer-centricity.
 |
| **Our Values** |
| Health and access to healthcare have never been more important. With this comes endless exciting possibilities for innovation and growth. The market is evolving quickly, so we need to ensure our customers have access to the leading-edge health solutions they expect and deserve, now and for generations to come. **We’re living in extraordinary times…**By reinventing ourselves, we will reach more customers, giving them increased access to affordable healthcare and unlocking our growth potential. This next chapter is about transformational change for us.**This is our time to survive, drive and thrive…**This is our chance to get ahead and stay ahead. We will ensure our commercial success by moving into new areas of healthcare, and leading with preventative, breakthrough solutions. We will use innovative digital tools, embracing technology to create new partnerships and opportunities. We are passionate about helping every generation lead better lives and get the care they need in real time. To make this a reality, we need to challenge our ways of working, whilst keeping the customer at the heart of everything we do. To *really* make a difference, it’ll take every single one of us across Simplyhealth to step up. **Our cultural movement...**To act with **courage and curiosity**, so we can unlock the opportunities to help customers, colleagues and communities. To operate with **trust and kindness**, working alongside customers, delivering what they need to live their best lives, as well as supporting colleagues as they strive to be their best. Spotlight our passion for **All together healthier**, focusing on self-care and nurturing relationships. We must ensure we are a strong team - one that’s able to build healthier lives for all. We each have an important role to play in this next chapter. Everyone has the freedom to innovate and make a difference for our customers. We need to act at pace and take on newer, braver, creative approaches. We shouldn’t be afraid to fail fast and learn quickly. By being curious and continually pushing ourselves and each other, we will find new and better ways. |
| **Our Behaviours** |
|

|  |  |  |
| --- | --- | --- |
| Courage and Curiosity | Trust and Kindness | All Together Healthier |
| ***So we deliver profits for a purpose*** | ***Because our customers, colleagues and communities are at the heart of what we do*** | ***Enabling better health outcomes together*** |
| * We make bold decisions and take considered risks, with customer and commerciality front of mind.
* We make things happen and keep things simple.
* We always take the initiative and hold ourselves accountable for the delivery of great results.
* We ask questions and listen intently as every viewpoint and capability counts, and we have the courage to be honest and say what we think.
 | * We invest in relationships to build trust and rapport.
* We listen carefully always trying to find ways to add value.
* We treat each other with care, compassion and kindness, celebrating and embracing differences.
* We strive to make a difference in society, unlocking opportunities for those in need.
 | * We help every generation take control of their health.
* We start with self-care so we can show up at our best, every day.
* We are full of energy and pride in what we do. We focus on self-development to learn and grow, so we can stay up to date and add value.
* We innovate and collaborate on our best ideas. Together, we can drive the changes that are needed to help our business grow, and help our customers live their best lives.
 |

 |
|  |
| * **We have a ‘smart working’ policy with flexible remote working. However, there may be a requirement to attend meetings at our Hampshire head office in line with government guidelines.**
* Some UK travel & overnight stays.
* Reasonable role and task flexibility expected given the seniority of the role.
* May be required to lead other business activities or projects in other parts of the Simplyhealth Group.
 |