

Customer Proposition Manager

Business Development

Danske Bank

Reference 00229– Please quote this reference on all correspondence

Location Donegall Square West, Belfast

Are you interested in helping Danske Bank transform our Customer Experience?

We are recruiting a permanent, full time Customer Proposition Manager within our Business Development team.

Role Description

To lead the development and implementation of customer segment based propositions, which differentiate Danske Bank from the competition. The Customer Proposition Manager will be responsible for bringing the segments to life by designing clear customer personas. They will lead the development and implementation of compelling value propositions which will ultimately grow customer engagement/satisfaction with Danske Bank.

Typical Responsibilities

The jobholder's main responsibilities will be to:

- Identify key customer segments within the Personal Banking customer portfolio.
- Develop "persona groups" within our broader customer segments and design market leading propositions for these groups of customers.
- As a key member of the wider Customer Journeys team consistently lead the development of solutions which deliver for our customer segments and improve customer satisfaction.
- Ensure understanding, alignment and support from all internal stakeholders throughout the design and implementation processes
- Lead the insight effort to clearly identify, articulate and track attitudes and perceptions of customer persona and segment groups
- Build customer propositions which incorporate our products, services and channels into solutions which can be easily and effectively articulated and communicated to our customers
- Support and implement Group/Bank policies
- Work supportively/collaboratively with colleagues in Business Development specifically and the senior management team, to ensure sharing of best practice and effective co-ordination of activities.
- In conjunction with the Head of Customer Journeys, provide an expert advisory and support service to cover products, tools, business procedures and all customer outputs
- Take responsibility for the development of new business procedures where appropriate
- Take responsibility for the development of relevant staff training concepts and content
- Take responsibility for ensuring that the propositions and associated activities are compliant and meet regulatory requirements
- Ensure strategy and activities are in line with overall bank strategy

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Candidates should be able to demonstrate the following:

Experience

Essential:

- 2 years+ experience working in a customer communications environment

Preferred:

- Experience working in financial services
- 2 years+ experience in a Marketing environment
- Relevant 3rd level qualification
- Post graduate in Business or Marketing

Key Competencies

Essential:

- Ability to work on own initiative
- Pragmatic
- Passionate about change with a willingness to embrace new concepts and an ability to sell them to all stakeholders
- Delivery focused
- Customer empathy alongside business acumen
- Team player
- Ability to prioritise and collaborate
- Relationship management

Please ensure that all relevant details are included on the CV as only information provided will be used in the selection process

A 6 month probationary period applies in this role.

Salary and Benefits

G8: £41,507-£55,000

- Support for further education on our Danske Bank Professional Education Pathway
- Membership of the Danske Bank Employee Pension Plan - The Bank will contribute up to 10% of your salary
- Funded healthcare plan
- 30 days holiday allowance plus bank holiday
- Discounts on Danske Bank UK financial products
- Perks - a benefits programme that entitles employees to over 1000 special offers and discounts on retail goods and services

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- The Employee Assistance Programme - provides employees and their families with 24/7 support on a wide range of personal and work related issues, through a confidential telephone helpline

Relocation is not available.

Closing date for applications - 12 Midnight on Sunday 22nd July

Should you need to contact us, please do so by email to lauren.glencross@danskebank.co.uk ensuring that you quote the vacancy reference number and vacancy title in the subject line.

If you have a disability, which means you require assistance during any stage of the application process, please call HR Services on 028 9004 8500.

Danske Bank is committed to providing equality of opportunity for all.