

Role Mandate

Job Title: **Membership Digital and Enhanced Propositions Manager (TITLE TBC)**
Function /Dept: Sales and Marketing / Membership Proposition
Dimensions : Number of direct reports
Reports to: Head of Membership Proposition
Location: Birmingham, Coleshill

Job Summary: The **Membership Digital and Enhanced Propositions Manager (TITLE TBC)**

Role is key for developing and managing the membership and customer propositions covering the Phoenix Digital, IT Solutions and Enhanced Discount 3rd party offerings.

You will be for Phoenix generating value by leading from the perspective of our Membership and customers. Bring to the market and the ongoing advancement of new digital offerings, such as Golden Tote and Hey Pharmacist. This includes ensuring the digital propositions are rolled out successfully and controlled with ongoing optimisation reviews to ensure the propositions achieve our strategic goals. You will also lead and provide data driven insights to the membership to optimise their growth opportunities for both the member and align with Phoenix core activities.

The role includes the responsibility of developing and managing our 3rd party PMR IT Solutions offer to our membership organisations. Requiring high commercial awareness and capability working closely with our external partners to deliver market leading solution for Members and Phoenix.

The role additionally, includes the responsibility to manage and grow our 3rd Party supplier Enhanced Discount propositions in Phoenix. This includes achieving income targets derived from providing the membership with strong, relevant and value adding 3rd party products, offers and services that enhance the overall membership benefits.

Direct reports to support the delivery of the role requirements .

Responsibilities:

Develop, implement and manage on going internal Digital Customer and Patient offering(s) to the Phoenix membership and customer base (Numark, PSUK and Hospitals). Ensuring the propositions are compelling offerings, presented/pitched to board and delivered to the membership and customers through supporting projects teams to deliver them on time and to budget.

Effectively engaging with the membership customers and key internal & external stakeholders to identify ongoing developments of the Digital & IT solution propositions to remain relevant and strong in the market place to grow Phoenix share of market value and drive income & margin. Achieved by building strong relationships with the Digital product team, Marketing and Sales teams to influence the direction of the propositions and resolve challenges.

Using extensive internal member data matched with comprehensive external market data (items, NHS data) develop data driven insights to the membership on opportunities to grow business via Phoenix.

Ensure the digital and IT solution propositions are optimised and that they support other Phoenix Product propositions and key strategic growth agendas.

Support the achievement of the IT solution and digital fiscal budget targets

Develop, implement and manage the 3rd party PMR propositions which integrate into the Phoenix wider proposition portfolio.

The aim is to grow market share of the Phoenix offering in the PMR market to drive increase in PMR income, membership pharmaceutical product spend, loyalty and enable the growth of our digital proposition(s) Golden tote through the use of Numark Assist &

PharmAssist

Managing the IT solution team to process the correct member invoicing and member support for the required PMR solutions alongside monthly reporting of PMR performance KPI's and compliance.

Identify and implement opportunity reviews of other PMR solutions within the market place, building strong relationships to develop further PMR solutions that integrate into the wider Phoenix membership and customer propositions.

Supporting the Sales team in managing members on boarding and ongoing queries. Working alongside marketing and the PMR providers to promote solutions which best suit membership needs.

Responsibility to lead the development and management of the Phoenix membership 3rd party suppliers Enhanced discount scheme (ED) and achievement of income budget/forecast

Identifying, reviewing and negotiating with suppliers to offer members the most relevant, quality and value ED deals that drive loyalty to the Phoenix membership scheme, linking solutions to other propositions.

Strong contract management skills are required to ensure Phoenix achieves and exceeds income budget targets for the Enhanced discount schemes. Collaborating with internal stakeholders to market the ED propositions and sales teams to drive awareness of the schemes

Ownership of the internal membership management tools that deliver the propositions. Ensuring the management tools are fit for purpose for all business users and provide the members with the outputs they require.

Responsibility for 3 direct reports

General

- Demonstrates the Company's values and behaviours that drive business performance, customer and quality excellence and engagement of our people
- Leading and building a high performing team that in turn adds value to the business in line with budget and relevant financial constraints.

Key Experience

Desirable to have worked in the Pharmacy and Wholesale Pharmacy environment.

Understanding and experience of Pharmacy IT solutions and/or digital propositions .

Strong commercial and Financial acumen and the ability to communicate, present and motivate effectively are prerequisites.

Experience of leading and coaching a team / operation within the Pharmacy / Pharmaceutical market is highly desirable.

Experience pitching and presenting ideas to SLT/Board level and development ideas into operational solutions and experienced contract negotiation and 3rd party senior management .

Knowledge and skills

Experience working with Digital & IT products and solutions

High level of commercial awareness and experience required. With experience in building business cases including awareness and application of Financial models to understand the financial returns for Phoenix and the member.

Experience in developing and implementing IT solution and project management for the Membership propositions and internal IT management tools.

Strong communication and coaching skills are required.

Understanding and experience of the Pharmaceutical industry and ideally of PMR buying solutions.

Ability work very flexibly, at pace to adapt to the ever changing and demanding pharmacy environment.

Commercial background, account manager, sales is ideal, Finance but not essential

Experience of managing a team, along with the ability to provide effective leadership and coaching to the team.

Qualifications

Graduate level above

Key Interfaces

- Internal Functional stakeholders: Sales, Marketing , Product development/Digital, IT, Finance, Business intelligence and Supply chain
- Key partners: EMIS & PharmAssist, 3rd Party PMR providers, 3rd Party Product and Service providers

Drive Business Performance & Value Creation

Creates value through economic action and establishes meaningful changes

- realizes goals while considering costs, benefits and risks (goal and result orientation)
- shows commitment in achieving goals, even under difficulties
- searches for permanent solutions and takes responsibility for the results (solution orientation)
- thinks and plans ahead in order to achieve results
- maximises efficiency and effectiveness
- realizes set objectives at due date, quickly delivers results

Dedicate Yourself to Customer Needs

Bases his/her behaviour on internal/external customer benefit and thus supports business success

- focuses on customer excellence, puts him-/herself in the position of the customer
- thinks the process back from the perspective of the customer
- gives priority to customer needs
- reacts quickly and appropriately to customer needs
- incorporates feedback in his/her decision-making processes
- aims at exceeding customer expectations
- actively contributes to build long-term and mutually beneficial customer relationships
- creates mutual trust by being reliable and fulfilling expectations
- meets the customer with respect and fairness
- anticipates customer needs and proactively develops solutions
 - encourages innovation and improvement

Business

Customer

Strive for Quality Excellence

Acts quality-conscious and continuously improves work Results

- has knowledge of his/ her own area of responsibility
- acts responsibly and ensures his/her own quality of work
- demands a high standard of quality of him-/herself and others
- supports a quality which prevents rework and waste (cost awareness)
- works accurately and in compliance with guidelines and best practices (high level of detail)
- learns from mistakes and avoids them in the future
- aims to continuously improve workflow, procedures and products (process improvement)
- continuously improves the performance levels of her/his area of responsibility, corrects insufficient work results
- openly addresses problems and develops (in dialogue with colleagues/ supervisor) appropriate solutions
- is strong in implementation and assertive

Quality

People

Lead and Engage

Achieves high performance levels through clear and open communication and an inspirational and appreciative interaction with others

- motivates self and others to excellence and continuous improvement
- communicates in a timely and precise way and encourages two way communication
- demonstrates team spirit and a sense of responsibility for mutual goals
- determines the direction for own team and ensures that goals and responsibilities within the team are clearly defined and monitored regularly
- actively promotes an organisation of diversity and cooperation (employee involvement)
- identifies and discusses emerging conflicts and supports to solve them
- acts in his/her function as a role model and conducts him-/herself with integrity and credibility
- makes quick and clear decisions, is decisive
- is honest, loyal and behaves in a responsible and respectful way (sense of responsibility)
- suits his/her actions to his/her words (walk the talk)
- embodies the values of the PHOENIX mission statement