



## Job description

<b>Job title:</b>	Associate Director of Customer Strategy & Propositions
<b>Department:</b>	Customer Propositions, part of Membership & Commercial
<b>Location:</b>	Hybrid – 1 to 2 days per week in London minimum (Victoria, SW1W 9SP)
<b>Working hours:</b>	Monday to Friday, 35 hours per week minimum
<b>Contract:</b>	12-month fixed term contract with potential to become permanent
<b>Responsible to:</b>	Executive Director of Membership and Commercial
<b>Responsible for:</b>	2-3 Direct Reports

## About us

We are the professional body for the whole Further Education (FE) and Skills sector workforce. We connect and develop an inclusive and inspiring community of teachers, trainers and leaders, who drive progress and unlock the true potential of their learners, transforming lives everywhere.

We set the sector's quality standards for teaching and leadership, deliver Continuous Professional Development (CPD) and recognise excellence as the home to the Qualified Teacher Learning and Skills (QTLS) status and Advanced Teacher Status (ATS).

As a trusted partner in skills development, we support governments and regional bodies with evidence-based workforce strategies. Individual Members, and organisational Partners, can join an engaged community of like-minded professionals, to access expert advice, the latest sector research, exclusive CPD, resources and events.

Together, we empower everyone working in our sector with the skills and confidence to inspire and equip their learners for success in sustainable employment and thriving communities. Together, we promote professionalism, improve teaching standards and champion inclusion. The foundations for creating long-term success for a productive UK economy.

## Role purpose

The **Associate Director of Customer Strategy & Propositions** plays a pivotal role in strengthening ETF's position as a trusted and influential partner in the development of FE and Skills workforce. This leadership role is accountable for embedding a customer-first, data-driven, and product-led mindset and process across the organisation to shape and evolve compelling, high-impact propositions for both direct to consumer (D2C) and business to business(B2B) offerings.

Leading the strategy, design and continuous improvement of ETF's value propositions, including membership offers, professional statuses, and CPD programmes. Ensuring of offer to market is insight-driven, commercially sustainable, and aligned with the changing needs of the workforce and the sector. Through cross-functional collaboration, you will lead end-to-end proposition and commercial planning, from customer insight and strategic road mapping to high-level proposition

and experience design, and prioritisation of investments. Ensuring services deliver measurable value, impact, and career progression opportunities for educators and leaders, as well as workforce development outcomes for employers.

This role is ideal for a strategic thinker and innovator with a strong grasp of proposition and customer experience (CX) design, commercial strategy, and sound knowledge of the education and skills landscape.

## Role Responsibilities

- **Strategic customer leadership:** Working with Executive and other Associate Directors, lead the customer-led strategy processes for evolving ETF's products, services and experiences. To ensure full alignment with ETF's purpose and the evolving needs of the FE and Skills workforce.
- **Market analysis and segmentation:** Analyse key sector trends, policy developments, and workforce challenges to inform audience segmentation and prioritisation, supporting both individual career journeys and organisational workforce development.
- **Customer insight and research:** Lead ETF's customer insight strategy and market research agenda (including agency management), ensuring that all proposition and service decisions are driven by robust, validated understanding of customer needs.
- **Proposition strategy and roadmap:** Own the end-to-end proposition strategy and proposition roadmap for core audience groups, shaping business cases, investment prioritisation and a sustainable product roadmap that aligns with ETF's short- and long-term goals.
- **Customer experience (CX) framework:** Embed a structured, insight-led approach to omnichannel customer journey design and performance measurement across ETF, helping the business deliver persistent, consistent and measurable experiences across key touchpoints.
- **Value proposition design:** Lead the design approach/framework for continuous improvement of high-impact, audience-led propositions that are inclusive, accessible, and responsive to the diverse needs of individuals, Members and Partners. Building capability across the business for customer-first, product-led development.
- **Commercial planning and alignment:** Lead the ETF's annual cross-functional commercial planning process to support Finance, Product, Marketing, and Sales planning to deliver growth and ensure absolute strategic alignment.
- **Pricing strategies:** Lead a value-based pricing strategy process that balances affordability, impact, and commercial sustainability across ETF's portfolio of offerings.
- **Team development and management:** Lead and develop the Customer Propositions team, fostering a high-performance culture rooted in collaboration, innovation, and learning. Provide visible, values-based leadership across the organisation to build capability and capacity around customer-first, product-led product management and delivery.

## Person specification

**Skills, Experiences, and Knowledge**

- **Proposition design:** Extensive experience in implementing a customer-first, product-led approach to the design of . Including impactful product design frameworks and tools.
- **Professional/workforce development expertise:** experience in leading the design, delivery, and evaluation of impactful professional development programmes, ideally within education, training, or the public sector.
- **Sector knowledge:** Understanding of the FE and Skills landscape, including current policy, workforce challenges, and approaches to teaching and leadership development.
- **Strategic and commercial thinking:** Ability to develop strategic frameworks and commercial models that align with organisational goals and respond to evolving sector needs.
- **Product management:** Skilled in the development, positioning, and lifecycle management of value propositions, with a focus on outcomes, customer needs, and sustainability.
- **Customer experience (CX) design:** Experience in shaping high-quality, insight-led experiences that enhance engagement, satisfaction, and long-term value for individual Members (D2C) and Partners (B2B). Thinks customer success.
- **Stakeholder engagement:** Demonstrated ability to build trust and influence across a broad range of stakeholders, including educators, policymakers, funders, and delivery partners.
- **Codesign and cocreation:** Skilled in facilitating inclusive design processes, bringing together cross-functional teams and sector voices to co-create innovative, relevant solutions.
- **Data and insight-driven:** Strong analytical skills, with the ability to interpret quantitative and qualitative data to inform decision-making, optimise services, and demonstrate impact.
- **Leadership and team development:** A confident leader with experience in motivating, developing, and empowering high-performing teams in a collaborative, mission-driven environment.

## Personal Qualities

- **Commitment to excellence:** Passionate about improving the quality of leadership, teaching, with a strong commitment to FE and Skills sector impact.
- **Innovative and strategic:** Creative thinker who anticipates future needs and shapes innovative, customer-led solutions aligned with ETF's mission.
- **Collaborative and influential:** Builds strong relationships, fosters teamwork, and works effectively across diverse stakeholders to achieve shared goals.
- **Adaptable and resilient:** Responds confidently to change and complexity, maintaining focus and momentum in a dynamic policy and funding environment.
- **Integrity and accountability:** Acts with transparency, professionalism, and fairness; consistently upholds ETF's values in decision-making and leadership.
- **Customer-centric mindset:** Champions the voice of Members and Partners, ensuring solutions are insight-driven, inclusive, and deliver real-world value.

## Additional information

## **Our commitment to Equity, Diversity, Inclusion and Belonging**

**Equity, Diversity, Inclusion and Belonging;** FE is for everyone - it gives everyone opportunities to excel at whatever stage of their learning journey they are at. We are proud of the work that staff across the sector do to support learners to excel, and in particular to support those in the least advantaged groups. Through offering lifelong learning, our sector supports the journey towards social justice. We are an employer committed to sustainable practice and have an open and fair People Strategy where all staff have equal opportunities to develop and excel. Our values guide us in how we work with teachers, trainers, leaders, partners and stakeholders alongside how we behave and operate as a team.