

Job description

Job title:	Product Propositions Manager
Department:	Membership & Marketing
Location:	Hybrid – 1 to 2 days per week in London minimum (Victoria, SW1W 9SP)
Working hours:	Monday to Friday, 35 hours per week minimum
Contract:	12-month fixed term contract with potential to become permanent
Responsible to:	Head of Customer Propositions
Responsible for:	No direct reports
Band:	3

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 government and regional bodies with evidence-based workforce strategies. Individual Members, and organisational Partners, can join an engaged community of like-minded professionals, offering expert advice, the latest sector research, exclusive CPD, resources and events.

Together, we will empower everyone working in our sector with the skills 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 Product Propositions Manager plays a key role in supporting ETF's mission to deliver high-value, customer-centric professional development solutions across the FE and Skills sector. Reporting to the Head of Customer Propositions, this role is responsible for managing the development, improvement, and positioning of ETF's direct to consumer (D2C) and business to business (B2B) product and service propositions, including membership/partnership, CPD, and professional status offers.

Working cross-functionally, the role ensures that all propositions are informed by customer insight, aligned with strategic goals, and designed to deliver measurable value to individual Members (D2C) and institutional Partners (B2B). The postholder will support proposition planning, lead on value proposition design, and contribute to commercial decision-making, helping to shape a cohesive, accessible, and sustainable portfolio.

This is an ideal opportunity for a commercially minded and insight-driven individual with experience in proposition development, product lifecycle management, and a strong commitment to improving outcomes in education and workforce development.

Role Responsibilities

- **Proposition development and delivery:** manage the development and continuous enhancement of ETF's professional development and membership propositions, ensuring they are relevant, evidence-based, and aligned with customer needs.
- **Customer Insight and market research:** work closely with the Head of Customer Propositions and wider business to interpret research and translate customer needs into compelling value propositions and experience improvements.
- **Product road mapping and planning:** contribute to proposition planning cycles and support the development of product business cases and delivery roadmaps in collaboration with key stakeholders.
- **Customer experience design:** apply customer journey thinking to improve the design, delivery, and measurement of ETF services and touchpoints across member, learner and partner lifecycle.
- **Cross-functional collaboration:** work closely with colleagues in Product, Marketing, Delivery, and Finance to ensure successful implementation, positioning, and evaluation of propositions.
- **Codesign and stakeholder engagement:** facilitate the involvement of sector stakeholders and partners in the co-creation of ETF's offers, ensuring propositions are inclusive, relevant, and future-focused.
- **Commercial contribution:** support the development of commercial models, pricing strategies, and market plans that promote sustainable growth and impact.
- **Reporting and continuous improvement:** work with the business to monitor proposition performance using relevant metrics, reporting insights and recommendations to inform ongoing enhancements.

Person specification

Skills, Experiences, and Knowledge

- **Experience in product / proposition development:** practical experience shaping and designing value propositions for customer-facing services or learning products, ideally in education, skills, or professional development environments.
- **Understanding of FE and Skills:** familiarity with sector priorities, challenges, and key policy drivers affecting educators and providers.
- **Customer insight and experience design:** ability to turn research and user feedback insight and service improvements and customer journey enhancements.
- **Commercial acumen:** comfortable working with business models, pricing, and performance metrics to support service growth and value delivery.

- **Project and planning skills:** strong organisational and planning capabilities, with experience coordinating cross-functional input to deliver high-quality outcomes.
- **Stakeholder engagement:** skilled in working with internal teams and external partners to shape solutions and deliver shared goals.
- **Analytical thinking:** Able to interpret data and customer feedback to inform decisions and measure proposition impact.

Personal Qualities

- **Customer-focused:** committed to understanding and meeting the needs of Members and Partners through insight-led thinking and empathetic design. Thinks customer success.
- **Collaborative and proactive:** works well with colleagues and stakeholders; actively contributes to team goals and seeks continuous improvement.
- **Innovative and curious:** open to new ideas and approaches; interested in emerging trends and creative problem-solving.
- **Organised and delivery-focused:** able to manage competing priorities, meet deadlines, and deliver results in a structured and efficient way.
- **Integrity and accountability:** Acts with professionalism, openness, and a strong sense of responsibility in all aspects of work.

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.