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| **Role title:** | Strategic Planning Lead (region/segment) | **Responsible to:** | Head of Strategic Planning |
| **Division:** | Business Development and Engagement | **Department:** | Business Development |
| **Direct Reports and Level:** | N/A | **Scope:** | Coordination of strategic and country plans for region/segment |
| **Scale:** | No direct reports  Budget - TBC |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Implement | **Role Family** | Business Support |

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| **Overall Role Purpose** |
| The purpose of the role is to define, develop and coordinate a single commercial plan for MPS across the relevant region/segment which leads, formulates, develops and drives the acquisition, engagement and retention of members across MPS in order to maximise market share and deliver targeted written income and member numbers worldwide |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational**   * Working with the Head of Strategic Planning to determine medical market & commercial priorities working with those delivering activities to manage resource commitments on the delivery of plans across the business using key performance metrics (KPI’s) metrics or as otherwise directed by the corporate objectives * Develop, gain sign-off for and then manage delivery of market & segment acquisition, engagement and retention targets through the ownership of strategic commercial plans (segment, country, engagement and activity) for each market segment and market * Input into the group wide planning cycle that is adopted by all divisions within MPS enabling a cohesive, consistent, inclusive and structured approach to business planning. * Input into the 3year planning cycle that incorporates horizon scanning, corporate risk management and future growth or defence opportunities that enable a clear articulation of future opportunities and threats that can be incorporated into the decision making process when setting corporate objective * Working with the commercial services division to ensure MPS has tailored segment propositions that meet our member needs (portfolio of product, services, price) informed by insight and articulated through compelling value propositions. * Working closely with the brand and marketing functions to ensure that the plans are executed and performance is monitored against corporate objectives. | * Divisional Plan delivery Vs plan * Delivery of projects to plan * Business Development engagement index Vs plan * Business Development leadership index Vs plan |
| **Financial**   * Input into the setting and delivery of departmental targets ensuring an efficient and effective operating model which minimises cost and maximises contribution to financial sustainability without compromising the member experience. | * Business Development budget Vs Plan * Member numbers Vs plan * Income Vs plan * Retention targets delivered Vs plan * Cost of sales Vs plan |
| **Member**   * Support the Member Experience function in developing the member and brand experience improving satisfaction and engagement for markets & segment across the lifecycle and key touch points for communication. * Bring together market analysis, future market projections, an understanding of member behaviours, needs and wants to draw conclusions and develop plans based on data and information drawn from across the Business and our wider markets. * Using an understanding of regional members and markets to identify and prioritise member segments and align to corporate objectives, translating corporate objectives and priorities into commercial objectives and priorities for each market / segment * Support driving a culture and capability in Lean / continuous improvement and project management to drive operational efficiency and great member experiences and outcomes | * Net promoter score * B2B/B2G Pipeline conversion Vs plan * Conversion / retention targets Vs plan * Member feedback * Member Experience Scores |
| **People**   * Take personal accountability for own training, competence, performance and engagement of self and colleagues ensuring clarity on own accountabilities and comply with all governance, policy standards and processes. * Establish a strong network of relationships with subject matter experts and staff at all levels across the organisation, particularly with international BD colleagues, establishing yourself as a trusted and embedded partner. | * Delivery of Personal Development Plan to plan * One to one / performance review meetings Vs Plan |
| **Risk**   * Adhere to an environment where all colleagues recognise the importance of risk identification and management * Ensure appropriate business processes and controls are in place to manage the Department within risk appetite; comply with policies and regulatory requirements (as applicable). | * Risk & Control Self- Assessments * Audit Actions |

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| **Responsibilities (RACI)** |
| •Ensure MPS understands the specific activity and requirements of the relevant region/segment, making clear choices around what constitutes attractive and addressable opportunity within it, prioritising and agreeing plans in partnership with the MPS executive teams and divisions.  •Gain agreement for the necessary resources and commitment across the Business within the planning cycle to support delivery of the plan. |

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| **Key Governance Responsibilities** |
| * Monitor progress, performance and budgets against targets/KPI’s reporting to the income and growth group (IGG) monthly. |

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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading others |
| Building Capability in Self and Others | Leading self |
| Influencing Others | Leading others |
| Collaborating for Results | Leading others |
| Leading Self and Others | Leading self |
| Commercial and Risk Thinking | Leading others |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Educated to a degree standard or equivalent * An in-depth knowledge of managing, developing and implementing member/customer strategic plans | * Familiar with determining actionable insight and turning this into effective plans & propositions * Experience in working cross functionally within a matrix management framework demonstrating strong strategic influencing skills with multiple internal stakeholders * Demonstrable project management skills and techniques * Ability to effectively manage information and respond to questions from peers and senior colleagues | * Strategic planning and marketing experience within organisations of £50m+ revenue * Experience of B2C & B2B markets within UK financial services markets * Proven ability to successfully manage multiple priorities and focus areas |
| **Desirable** | * Post-graduate business/marketing qualification |  | * Experience working in a global organisation across time zones * Have an appreciation of Healthcare both in the UK to understand the changing nature of these markets * Financial services/insurance in a regulated environment |