



Senior Customer Proposition Manager

Role Purpose: At Toolstation, we are one of the UK's fastest-growing retailers for a reason: we keep it simple for the trade and serious DIYers alike. As the Senior Customer Propositions Manager, your job is to make sure our customer proposition evolves with the needs of our customers.

You will lead the development of specialised propositions—from enhancing our award winning Toolstation Club Loyalty Programme and our award winning Fast Track same day delivery, to rethinking how we bundle products for complex projects like plumbing, electrical, or landscaping. You aren't just selling tools; you're selling the convenience and service that a tradesperson needs to get their job done.

You will play a crucial role in shaping and optimising our customer proposition at Toolstation. You will be a strategic & data-driven leader in this field. You will be responsible for developing and implementing strategies to enhance customer satisfaction, loyalty, and lifetime value. The ideal candidate will have a deep understanding of customer behaviour, a customer-first mindset, and a passion for delivering outstanding service at scale, within a multi-channel Retailer.

Function / Business Unit: Customer

Location: Head Office

Reporting Line: Head of Customer Insight & Proposition

Budget Responsibility: n/a

Team Management: n/a

Key Accountabilities / Responsibilities:

Key Responsibilities:

End-to-End Proposition Strategy:

- Own the roadmap for our core offerings (Toolstation Club, Fast Track, and My Rewards on the App) from initial business case through to GTM and optimisation

Customer journey optimisation:

- Analyse and map the customer journey across all touchpoints
- Identify opportunities to enhance the customer experience at every stage of the lifecycle

Trade & DIY Segmentation:

- Deep understanding of our customers, through data to build "hooks" for different personas. You'll ensure the Trade gets the speed and service they need, while the serious DIYer gets the confidence and project-based guidance they seek

Omnichannel Innovation:

- Drive the strategy for services like Fast Track delivery, ensuring the hand-off between the App and the Store is flawless and perceived as a key part of our value proposition

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Behaviours:

- **Teamwork and collaboration** - Recognises the importance of working collaboratively across the business. Knows how to get things done cross functionally.
- **Planning and organising** - Understands own and business priorities. Plans effectively and monitors progress towards achievement of plans. Investigates possible roadblocks and develops contingencies to redirect tasks so momentum is not lost.
- **Communication** - Communicates openly and effectively, ensuring that messages are clear and concise. Adapts content and style to help others understand.
- **Drive and Motivation** - Focuses on results and desired outcomes and how best to achieve them. Takes ownership for completing tasks and gets the job done.
- **Decision-making** - Considers the information available, identifies options and makes timely and well-reasoned decisions.
- **Problem solving** - Anticipates problems and their impact. They weigh up alternatives and arrive at reasonable decisions.



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Retention, cross-sell & upsell strategies:

- Design and execute retention propositions to reduce churn and increase customer loyalty
- Collaborate with marketing and channel teams to create targeted cross-sell and upsell campaigns to drive adoption of new propositions

Communication and Engagement:

- Develop and implement communication strategies that keep customers informed and engaged throughout their journey
- Collaborate with marketing and communications teams to create compelling content that resonates with the target audience

Required Skills and Experience:

- Experience: 5+ years in Customer Propositions, Product Marketing, or Commercial Strategy, ideally within a high-volume retail or trade environment.
- Omnichannel Fluency: You understand the interplay between a physical counter and a mobile app. You know how to use digital tools to solve physical pain points (like queuing).
- Data-Driven Decision Making: You are comfortable with P&L management and using CRM data to identify "white space" opportunities.
- Customer Empathy: You can "talk trade." You understand the pressures of a busy tradesperson and can translate those needs into simple, effective solutions.
- Influence & Agility: The ability to move fast, pivot based on performance data, and gain buy-in from both branch operations and tech developers

- **Adaptability** - Changes behavioural style or method of approach when necessary to achieve a goal; adjusts style as appropriate to the needs of the situation. Responds to change with a positive attitude and a willingness to learn new ways to accomplish work activities and objectives