



About RAA

Proudly South Australian since 1903, RAA has been trusted by members for over 120 years. While best known for road service and insurance, we now help more than 845,000 members with travel, energy, solar and battery solutions, EV charging, and more.

Our purpose is simple - to be **better for members, better for the community**. We advocate for safer roads, invest in sustainability, and help shape a smarter, more connected future for our state.

With 1,100+ employees, RAA is one of SA's most trusted brands - and a place where your work truly makes a difference.

Why Work with us?

Join one of SA's most iconic, community-minded organisations. Enjoy an inclusive culture, flexible ways of working, and meaningful opportunities to grow and contribute.

Here you'll find:

- Diverse career paths across multiple industries
- Great perks and wellbeing programs
- Ongoing learning and leadership development
- A collaborative, purpose-driven environment

Our values guide everything we do



We are member obsessed



We do the right thing



We deliver together



We courageously challenge

About the Job

Job Title:	Finance Domain Lead
Business Unit:	Transformation
Position Reports to:	Senior Manager, Growth & Incubation
Direct Reports:	None

Why the role exists

The Finance Domain Lead exists to shape and grow RAA's Finance growth domain within the Garage, identifying, developing and validating new products, services and business opportunities that create value for members and support RAA's future growth ambitions. The role leads a portfolio of opportunities from concept through to validation and launch readiness, combining strategic thinking with hands-on execution to guide investment decisions and proposition development. As the accountable leader for the Finance domain, the role works with multidisciplinary teams to explore new opportunities, test assumptions, build partnerships and create scalable growth ventures for RAA.

You will also be required to perform other duties as reasonably directed from time to time.

Key Responsibilities	What Success Looks Like
WHS	- Take personal responsibility for your own safety and that of others and ensure that your work environment and practices are safe. - Perform your duties in accordance with the RAA Work Health and Safety Policy, and the Injury Management Roles and Responsibilities Procedure specific to your defined level of work.
Domain Strategy & Growth	- Maintains a clear vision, strategy and roadmap for the Finance domain, so effort is directed at opportunities aligned to member needs, market trends and RAA's strategic objectives. - Keeps a balanced portfolio of opportunities across exploration, validation and growth stages, so the domain's pipeline reflects a healthy mix of risk and maturity. - Makes clear, well-reasoned recommendations on whether to continue, evolve, partner, scale or stop initiatives, so investment is concentrated on the opportunities most likely to succeed. - Monitors industry trends, emerging technologies, competitor activity and customer behaviour, so the domain's strategy stays current and future opportunities are identified early.
Product & Proposition Development	- Leads the discovery, design and validation of new finance-related products, services and propositions, so new offerings are grounded in genuine member need before significant investment is committed. - Uses customer insight, research and evidence to shape product strategy and prioritisation, so effort is focused on the ideas most likely to create value. - Works closely with venture and proposition specialists across the Garage to develop and test product concepts and business models, ensuring domain and cross-Garage work stay aligned. - Defines clear value propositions, customer outcomes and commercial objectives for new opportunities, so stakeholders understand what each initiative is trying to achieve. - Continuously improves products and propositions based on data, feedback and market learning, so offerings keep pace with changing member and market needs.
Commercial & Partnership Development	- Identifies and evaluates partnership opportunities that accelerate growth and market entry, so the domain can move faster than it could relying on internal capability alone. - Builds and maintains productive relationships with external partners, suppliers and industry stakeholders, so the domain has access to the capability and networks it needs to grow.

	- Assesses the commercial viability, revenue potential and strategic fit of new opportunities, so investment recommendations are well-founded and defensible. - Contributes sound analysis to business cases, investment recommendations and commercial planning, enabling confident decision making by senior leaders and governance forums.
Evidence, Insights & Experimentation	- Leads customer discovery, market research and validation activity across the domain, so decisions are grounded in real evidence rather than assumption. - Ensures decisions are supported by evidence, customer insight and measurable outcomes, so the domain's direction can be justified and defended. - Designs and oversees experiments that test critical assumptions, reducing risk before opportunities receive significant investment. - Shares learnings and insights across the Garage, strengthening innovation capability and reducing duplicated effort across domains.
Governance, Transition & Growth	- Progresses opportunities through the Garage's governance and investment processes, so decisions are made at the right time with the right evidence in front of decision-makers. - Presents clear, well-evidenced recommendations to governance forums, enabling timely and well-informed decisions. - Prepares validated opportunities for launch, scaling or transition into operational ownership, so momentum is not lost as initiatives move out of the domain. - Works closely with business stakeholders to support successful adoption and implementation, so validated opportunities land well when they reach the business. - Measures and communicates the commercial, customer and strategic value delivered by the Finance domain, demonstrating its contribution to RAA's growth ambitions.

About You

Your Qualifications

- Tertiary qualification in finance, commerce, business or a related discipline (mandatory)
- Postgraduate qualification or accreditation in innovation, product management or venture building (desirable)

Your Experience

- Substantial experience developing and validating new products, propositions or business opportunities within a finance, insurance or financial services context
- Demonstrated experience using customer insight, market research and commercial evidence to guide investment and proposition decisions
- Experience building and managing partnerships with external stakeholders to accelerate growth or market entry
- A track record of working effectively with multidisciplinary teams to take opportunities from concept through to validation and launch readiness

Job Description



Your Skills and Knowledge

- Sound knowledge of finance, insurance or financial services products, markets and customer needs
- Strong commercial acumen, with the ability to assess the viability and revenue potential of new opportunities
- Sound knowledge of customer discovery, validation and experimentation methodologies
- Strong understanding of the RAA member base and how their financial needs shape viable growth opportunities

Your Capabilities



Customer Focus



Drives Results



Being Resilient



Collaborates



**Communicates
Effectively**

Job Classification & Approval

Job Level

Instrument	Not Applicable
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Job Classification	Not Applicable
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Approval

Position	Name	Date
Manager		
People & Capability		