



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:	Venture & Proposition Lead
Business Unit:	Transformation
Position Reports to:	Senior Manager, Growth & Incubation
Direct Reports:	None

Why the role exists

The Venture & Proposition Lead exists to turn customer and member opportunities into viable products, services and new business ventures within the Garage. Working across multiple growth domains, the role leads the discovery, design, testing and validation of new propositions, helping to identify customer problems worth solving, develop innovative solutions, test assumptions and build the evidence needed to support investment and growth decisions. The role works closely with Domain Leads, customers, partners and multidisciplinary teams to accelerate learning, reduce risk and increase the likelihood of successful market outcomes.

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.
Customer Discovery & Opportunity Development	- Leads research and discovery activity to identify customer needs, problems and emerging opportunities, so the Garage's pipeline is grounded in genuine customer insight. - Works with Domain Leads to define opportunity areas and prioritise growth initiatives, so effort across domains is well-targeted and complementary. - Develops clear problem statements, customer insights and opportunity hypotheses, so teams have a well-defined starting point before committing to solution development. - Draws on customer, market and industry insight to inform proposition development, keeping ideas grounded in real evidence rather than assumption.
Proposition & Product Development	- Leads the design and development of new products, services and business propositions, so ideas are shaped into concepts that can be meaningfully tested. - Defines clear value propositions, customer outcomes and business objectives for new opportunities, so stakeholders understand what each initiative is trying to achieve. - Develops product strategies, roadmaps and validation plans aligned to domain objectives, giving initiatives a clear path from concept to evidence. - Applies sound product management practice across the lifecycle of new ventures and propositions, so development stays disciplined and outcome-focused. - Continuously refines products and propositions based on customer feedback, data and market insight, so offerings keep improving as evidence accumulates.
Experimentation & Validation	- Designs and leads experiments that test critical assumptions, reducing risk before significant investment is committed. - Validates customer demand, desirability, feasibility and commercial viability of new opportunities, so decisions to proceed are well-founded.

	• Sets clear success measures and learning objectives for experiments and pilots, so what's being tested and why is always explicit. • Uses evidence and data to inform recommendations and investment decisions, giving decision-makers a sound basis to act on. • Provides clear, well-reasoned views on which opportunities should proceed, evolve, pause or stop, keeping the pipeline honest about what's working.
Venture Design & Commercial Development	• Develops business models and commercial approaches for new ventures and propositions, so opportunities have a credible path to sustainable value. • Assesses market opportunities, competitive dynamics and potential revenue streams, so proposition development is grounded in commercial reality. • Contributes to business cases, investment recommendations and growth strategies, supporting well-informed decisions by senior leaders and governance forums. • Identifies and evaluates pathways to market, including build, partner, pilot, invest or acquisition models, so the right route is chosen for each opportunity. • Brings commercial considerations into proposition development from the outset, so ventures are shaped with viability in mind from day one.
Rapid Prototyping & Innovation Practices	• Leads rapid prototyping activity to accelerate learning and reduce time to insight, so ideas are tested quickly and cheaply before major investment. • Applies modern tools, technologies and AI-enabled approaches to test ideas efficiently, keeping the Garage's practice current and effective. • Develops practical demonstrations, pilots and prototypes that help validate concepts with customers, giving teams tangible evidence to act on. • Champions lean, agile and iterative ways of working across the Garage, so teams learn fast and adjust course as evidence emerges. • Continuously improves proposition development methods, frameworks and tools, lifting the standard of practice across the Garage over time.
Governance, Evidence & Decision Support	• Prepares clear, evidence-based recommendations to support investment and portfolio decisions, giving decision-makers confidence in the basis for their choices. • Ensures opportunities progress through the Garage's governance and validation processes, so decisions are made at the right time with appropriate rigour. • Presents findings, insights and recommendations to senior stakeholders and governance forums, enabling timely and well-informed decisions. • Maintains high standards of evidence, documentation and reporting, so the rationale behind decisions can be understood and revisited later. • Shares knowledge and lessons learned across domains, strengthening overall capability and reducing duplicated effort within the Garage.

About You

Your Qualifications

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

Your Experience

- Substantial experience in product management, venture design or proposition development, including taking ideas from concept through to validation and launch readiness
- Demonstrated experience designing and running experiments to test customer demand, desirability, feasibility and commercial viability
- Experience developing business models, commercial approaches and pathways to market for new ventures or propositions
- A track record of working effectively across multidisciplinary teams and multiple stakeholders to progress opportunities through a growth or innovation pipeline

Your Skills and Knowledge

- Sound knowledge of product management, lean startup and design thinking methodologies
- Strong skills in experiment design, rapid prototyping and validation techniques
- Strong commercial acumen, with the ability to assess business models, market opportunities and revenue potential
- Strong stakeholder engagement and influencing skills, with the ability to work effectively across multiple domains and disciplines

Your Capabilities



Customer Focus



Drives Results



Being Resilient



Collaborates



**Communicates
Effectively**

Job Classification & Approval

Job Level

Instrument	Not Applicable
Job Classification	Not Applicable

Approval

Position	Name	Date
Manager		
People & Capability		