



Domino's Pizza UK & Ireland | Job Description

JOB DETAILS

Job Title	Head of Customer Experience
Function / Department	Commercial
Location	MK or Manchester
Reporting To	Managing Director Online & Brand
Date	25/2/26

JOB PURPOSE & RESPONSIBILITIES

Job Purpose:

Role oversees three critical growth engines for Domino's: CRM, Loyalty and Digital Experience. The purpose is to transform customer engagement and deliver a world-class digital customer experience that positions Domino's as the clear leader in personalisation, loyalty and innovation. The role sets the strategic direction for CRM, Loyalty and the Digital Experience, developing immersive customer experiences, best-in-class technology, and frictionless digital journeys. The role delivers initiatives that supports revenue optimisation, customer satisfaction, competitive advantage and operational efficiency through personalisation, data-driven decision-making, innovation, and continuous improvement across all digital touchpoints.

To ensure Domino's remains ahead of the competition by building customer-first roadmaps, leveraging emerging technologies (AI, machine learning, automation, personalisation platforms), and enabling teams with the tools and structures required to deliver excellence at pace.

Key Responsibilities/Job Tasks:

CRM & Loyalty Leadership

- Lead the CRM & Loyalty strategy to accelerate customer engagement, retention, and order frequency.
- Deliver personalised, omni-channel customer experiences across Email, App, Web, SMS, Social and future channels.
- Implement world-class CRM & loyalty technology and data capabilities.
- Expand contact strategies, ensuring communications drive relevance, brand preference and increased customer value.
- Identify and act upon opportunities using analytics, insights, market data and cross-functional inputs.
- Build strong franchisee, brand, marketing and digital partnerships to embed excellence across the organisation.

Digital Experience Leadership

- Develop a clearly defined Digital Experience strategy and roadmap aligned to business goals. This will include; food innovation, health agenda, revenue management, operations as well as ensuring we continue to operate as a world class brand.
- Lead discovery, prioritisation, experimentation and validation using data, research and testing frameworks (MVT/A/B).
- Enable experience team to operate with right tools and methodologies to drive forward our digital customer experience
- Drive innovation leveraging emerging technologies (AI, bots, voice, machine learning, personalisation engines).

Commented [IP1]: Taking into account that there is Head of revenue and the customer satisfaction sits across many parts of the business, I think that the more appropriate word here is "delivers initiatives that support revenue optimisation..."

Commented [IP2]: Would it be worth collating out how all of this links to the wider Domino's brand? And that all those activities and closely aligned as support brand standards or something along those lines?

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- Partner with IT, Digital Delivery and external technology partners to ensure successful delivery of product initiatives.
- Represent Digital Experience at leadership forums, franchisee boards and global collaboration groups.

Cross-Functional Responsibilities

- Deliver the commercial targets and revenue growth that links to the key activities within the remit of the role (loyalty, conversion optimisation) alongside supporting broader revenue targets for the business conversion and operational efficiency.
- Ensure customer experience is central to all decision-making and digital execution.
- Build and lead high-performing multi-disciplinary teams with clear objectives, coaching and capability development.
- Use data and analytics to inform roadmap, measure impact, optimise performance and drive continuous improvement.
- Manage key agency partners and evaluate technology suppliers to ensure they are fit for use and deliver ROI.
- Actively participate in Domino's performance development processes.
- Comply with health & safety, data protection, and privacy regulations.

Financial Scope/Operating Budget/Revenue (P&L) (If Applicable) n/a

Please complete if this job has financial responsibility?

- ~£1m FTE Opex
- ~£1.5m in Opex third party costs
- ~£1m/yr in CAPEX development projects

Commented [IP3]: How much this role alone can impact commercial targets and revenue growth?
The reason I am asking is to make sure that when the role holder reads it, they will think that those expectations are clear, fair and they can be objectively measured.
If you think that the role holder could question how much they can control this, would there be a way around it; e.g. develop and implement initiatives that support delivery of commercial targets, revenue growth, etc.?

The following sections consist mainly of a series of questions related to specific skills/job requirements. You should focus on the role rather than the individual when considering the most appropriate answer and should base the response on what you consider to be the normal features of the job which are typical of the job and its usual working conditions over the year.

SKILLS & JOB REQUIREMENTS

Strategic Responsibility

Please provide details of the level of responsibility the role has for setting strategy: (Please indicate if a role has accountability for setting or inputting into a specific strategy e.g., a Functional Strategy, please confirm if it is Significant)

This position holds sets functional strategy across CRM, Loyalty and Digital Experience. The role is responsible for defining and delivering CRM and Digital Experience strategies and for setting the strategic direction for CRM, Loyalty and the Digital Experience alongside the digital and data director. It establishes long-term customer-first roadmaps, leveraging emerging technologies to maintain competitive advantage and drive innovation at scale. The role also leads the development of the Digital Experience strategy and roadmap aligned to business goals, ensuring clear KPIs, measurement frameworks and prioritisation of initiatives to maximise value and return on investment.

Business Knowledge

Please provide details of how much business knowledge the role requires as a minimum requirement i.e. how much internal knowledge of the business is required, and how much if any external commercial awareness is required? Which teams does the role work closely with?

The role requires deep internal business knowledge of Domino's customer landscape, commercial model, franchisee dynamics and digital operating environment. The role holder must fully familiar and skilled in using analytics, insights, market data and cross-functional inputs to identify and act upon opportunities and ensure customer experience is central to all decision-making and digital execution.

Commented [IP4]: Broken into 2 sentences as it was beast of a sentence! Hope it still makes sense?

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Strong internal understanding is also essential for delivering commercial targets, managing complex stakeholder landscapes—including franchisees—and partnering effectively with IT, marketing, digital delivery, brand and operational teams.

Externally, the role requires significant commercial awareness, particularly of the wider digital, loyalty, CRM and eCommerce landscape, with responsibility for keeping the business ahead of competitors by leveraging emerging technologies and working with data team on AI, machine learning, automation and personalisation platforms and integrating market and customer trends into strategy.

The role works closely with cross-functional teams including CRM, Loyalty, Digital Experience, IT, Digital Delivery, Marketing, Brand, Analytics, Franchisee partners and external technology suppliers to deliver a cohesive customer-first digital experience and optimise performance across all touchpoints.

Problem solving

Please provide details of how the role resolves problems/issues on a daily basis: e.g. Does the role use straightforward common sense? Does the role make straight forward judgements and is guided by precedents? Does the role evaluate multiple sources of information in complex or novel situations?

The role requires strong problem-solving capability, regularly evaluating multiple data sources, customer insights, testing results and cross-functional inputs to make decisions in complex or novel situations. It is responsible for leading discovery, prioritisation, experimentation and validation using data, research and testing frameworks such as MVT and A/B testing, which demands analytical judgement rather than simple precedent-based decisions. The role must also identify and act upon opportunities using analytics, insights, market data and cross-functional inputs, requiring the ability to interpret ambiguous or incomplete information. In addition, it drives continuous improvement, optimisation and measurement across digital and CRM initiatives, often requiring the resolution of complex customer-experience issues, technical challenges, or competing commercial priorities. While common-sense decision-making plays a part, the nature of the work involves making strategic, insight-led judgements in dynamic, high-volume, technology-driven environments, where decisions must balance customer needs, commercial impact, technology constraints and long-term strategic direction.

Decision making

What level of **decision making** is required of the role and on what decisions does it impact? E.g. there is little requirement for decision making in the role, or role makes decisions within defined procedures, or role makes decisions outside of established procedures but within a policy framework, or role makes decisions within broad business guidelines where there are few or no policies available.

The role requires high-level, autonomous decision-making within broad business guidelines, often in situations where few established procedures exist. It is accountable for defining and delivering CRM and Digital Experience strategies and for setting the direction for CRM, Loyalty and Digital Experience, which inherently requires making judgement calls that extend beyond predefined processes. The role also leads discovery, prioritisation, experimentation and validation partnering with data teams and research teams on testing frameworks. The role must also prioritise the allocation of resources to resolve competing commercial, technical and customer needs. In addition, the requirement to use analytics, insights, market data and cross-functional inputs to identify and act upon opportunities means the role must regularly make decisions in ambiguous or novel situations where there is no precedent. Responsibilities such as leading high-performing teams, managing key agency and technology partners, and ensuring successful delivery of product initiatives further reinforce that this role operates with senior authority.

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Communication

Please outline the type of communication skills required: e.g. is basic common courtesy required, or regular exchange of factual information, or are influencing or negotiation skills required as an essential requirement of the role?

The role demands very strong communication, influencing and negotiation skills as an essential requirement. It must build strong franchisee, brand, data, marketing and digital partnerships to embed excellence across the organisation, requiring persuasive communication and the ability to align diverse stakeholders around shared priorities. The role also represents Digital Experience at leadership forums, franchisee boards and global collaboration groups, which necessitates confident, high-impact communication and the ability to convey complex digital, customer and technology topics to senior audiences. Additionally, the job requires excellent communication, influencing and presentation skills as a core capability, reflecting that the role frequently shapes decisions, influences direction, and negotiates priorities across cross-functional teams. Beyond factual information-sharing, the position relies on strong emotional intelligence and situational awareness to manage ambiguity, foster constructive debate and support high-performing teams effectively.

Innovation

To what extent does the role contribute to and manage change, e.g., suggest improvements to products/processes or contributes useful ideas or regularly recommends improvements on existing procedures and quality within own area, or develops/adapts new existing processes for increased quality/efficiency or continuously searches for improvements in techniques which add value to the business and has full responsibility and accountability for implementing these.

The role plays a central and proactive leadership function in driving change, continuously shaping and improving digital customer experiences, CRM effectiveness and organisational capability. It is responsible for leading discovery, prioritisation, experimentation and validation using data, research and testing frameworks such as MVT/A/B, which requires the ongoing creation, refinement and optimisation of processes, products and customer journeys. The role also drives innovation by leveraging emerging technologies including AI, bots, voice, machine learning and personalisation engines, demonstrating responsibility for introducing new techniques and adapting existing ones to increase quality, efficiency and strategic impact. In addition, it uses data and analytics to inform the roadmap, measure impact, optimise performance and drive continuous improvement, showing an expectation to regularly recommend and implement improvements rather than simply suggest ideas. The requirement to build and lead high-performing, multi-disciplinary teams with clear objectives, coaching and capability development and to manage partners and technology suppliers means the role has full accountability for implementing change across people, processes and platforms.

Please summarise the levels of minimum education, knowledge, skills and experience this position requires (e.g., if you would be recruiting to fill this position, what aspects of background or knowledge would you expect a successful job applicant to have?)

Note: This may differ from the current job holder's own skills and experience

JOB SPECIFICATIONS

Degree/Professional Qualification	A relevant degree or equivalent commercial experience. Role expects extensive professional experience in CRM, Digital Experience, Digital Product, eCommerce or consumer-facing digital environments as a baseline requirement.
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Knowledge	• CRM and Loyalty strategy, technology platforms and how to drive customer engagement, retention and frequency • Digital customer experience, UX principles and user-centric design • CRM, digital and personalisation technologies (e.g., Braze, Movable Ink, analytics and experimentation tools) • Data literacy, including interpreting analytics, insights, market data and test-and-learn outputs as well as analytics tools • Digital product management, agile delivery and prioritisation frameworks • Emerging technologies such as AI, machine learning, automation, bots and voice interfaces • High-volume transactional digital environments and performance optimisation • Commercial and revenue drivers within digital customer journeys • Franchisee operating models and complex stakeholder landscapes • Regulatory requirements including data protection, privacy and compliance • Experimentation frameworks and user centric design methodologies
Skills/Ability	• Excellent communication, influencing and presentation skills • Ability to translate data and insights into clear strategies and actions • Agile product management and prioritisation skills • Strong stakeholder management, including complex and senior stakeholders • Relationship building - Cross-functional collaboration with IT, Digital Delivery, Marketing, Brand, Analytics and external partners • Comfortable with and able to manage ambiguity • Strategic thinking combined with fast, effective execution • Strong analytical and problem-solving skills • Leadership and team-development capability • Ability to drive continuous improvement and test-and-learn cultures • Commercial awareness and ability to deliver revenue and efficiency outcomes • Effective budget, resource and partner/agency management skills • Leading change and managing significant, cross-functional projects