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| **JOB DETAILS** | |
| **Job Title:** | **Loyalty Manager** |
| **Function: Department** | **CRM** |
| **Location:** | **Milton Keynes/Manchester** |
| **Reporting to: Reporting To** | **Senior Loyalty Manager** |
| **Effective Date: irectReports** | **January 2025** |
| **Financial Scope/Operating Budget/Revenue (P&L) (If Applicable)** |  |
| **Old DPG Grade/New DPG Band:** |  |

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| JOB PURPOSE & RESPONSIBILITIES |
| **Job Purpose:**  Oversee the day-to-day commercial performance, operations, and digital channel management of Domino's loyalty program. To ensure the program remains fresh, relevant, and seamlessly operational to enhance customer engagement and retention. This position combines a passion for customer-centricity and commercial growth with expertise in project delivery, digital marketing, and loyalty management. It is to translate strategic objectives into initiatives that drive business value, commercial growth, and long-term loyalty. |
| **Key Responsibilities/Job Tasks:**  Please list the most important responsibilities (with a breakdown of Frequency against each e.g, sometimes, often, considerable etc).   * Often: Develop comprehensive loyalty marketing campaigns for both UK and ROI territories that align with commercial growth objectives and loyalty program goals. * Considerable: Support the Senior Loyalty and Lifecycle Manager in planning, executing, and optimising loyalty campaigns across multiple channels including app, web, and marketing. * Often: Monitor key performance metrics related to loyalty programming and leverage insights to optimise for continuous improvement. * Often: Manage and nurture key stakeholder relationships in marketing, product, data, IT, and finance to ensure campaigns are delivered seamlessly across the business. * Sometimes: Manage performance and optimisation updates to franchisees, marketing teams, and UK leaders, providing regular insights and recommendations for the loyalty program. |

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.

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| **SKILLS & JOB REQUIREMENTS (Please complete where applicable)** |
| **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)  Strategic Responsibility Level: Moderate  Strategic Accountabilities:   * Develop and implement loyalty marketing campaigns * Translate customer insights into actionable optimisations for the loyalty program * Collaborate with cross functional teams to drive short and long-term loyalty program optimisations * Input into functional strategy for customer loyalty and engagement   Strategic Input: Medium |
| **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?  Internal Business Knowledge: High   * Deep understanding of Domino's customer retention strategies * Comprehensive knowledge of loyalty program mechanics * Detailed insight into company's commercial objectives   External Commercial Awareness: Moderate   * Industry loyalty program trends * Competitive landscape benchmarking * Market dynamics affecting customer engagement   Key Collaborative Teams: Marketing, Customer Insights, Data & Analytics, Digital/Technology, Finance, Franchise Operations, Agency.  Stakeholder Interaction: Extensive cross-functional engagement required |
| **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? Does the role use other skills for problem solving? Does the role require advanced analytical thinking to develop innovative solutions to problems?   * Evaluates multiple sources of information in complex situations * Uses advanced analytical thinking to develop innovative solutions * Applies data-driven insights to resolve loyalty program challenges |
| **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 r, or role makes decisions within broad business guidelines where there are few or no policies available.   * Makes decisions within broad business guidelines * Loyalty campaign execution, and program optimisation |
| **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?   * Influencing and negotiation skills are required to prioritise work with other teams based on commercial value. * Collaborative communication with cross-functional teams |
| **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.   * Regularly recommends improvements to loyalty program * Develops and adapts new approaches for increased program effectiveness * Continuously searches for innovative ways to enhance customer engagement and loyalty |

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

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| JOB SPECIFICATION | |
| 1. Professional Qualification(s) | Bachelor's degree (or any equivalent) in marketing, computer science, information systems, or a related field is preferred. |
| 1. Knowledge | * Strong understanding of loyalty program mechanics and customer retention strategies. * Familiarity with data analytics, customer insights, and industry trends in loyalty marketing. * Awareness of commercial objectives and market dynamics affecting customer engagement. * Preferred: Experience working in franchisee environments or businesses in the food retail sector. |
| 1. Skills/Ability | * Advanced analytical and problem-solving skills to interpret data and optimise loyalty strategies. * Strong communication and interpersonal skills for stakeholder management and collaboration across teams. * Strategic planning and project management capabilities to execute campaigns effectively. * Highly organised with good attention to detail * Ability to work in a fast paced environment; able to respond with creativity to flexible and changing situations |