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| **JOB DETAILS** | |
| **Job Title:** | CRM Campaign Manager |
| **Function: Department** | CRM |
| **Location:** | Milton Keynes |
| **Reporting to: Reporting To** | CRM Lead |
| **Effective Date: irectReports** | Jan 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:**  As a Campaign Manager at Domino's, you'll play a crucial role in executing 1:1 CRM communications to drive order count growth. Working under the CRM Manager, you'll be responsible for developing and implementing effective CRM campaigns using the Braze platform. Your expertise in campaign development, quality assurance, and data management will be essential in delivering personalised customer communications that enhance engagement and maximise sales. |
| **Key Responsibilities/Job Tasks:**  Please list the most important responsibilities (with a breakdown of Frequency against each e.g, sometimes, often, considerable etc).  Campaign Development and Execution   * Create and implement strategic, customer-focused campaign plans for Domino's campaign periods (Often) * Build and manage multichannel campaign journeys in Braze, including email, push notifications, and in-app messaging (Considerable frequency) * Ensure effective use of platform features for scheduled, automated, and triggered campaigns (Considerable frequency)   Quality Assurance and Content Management   * Conduct thorough quality assurance and proofing of campaign content and creative (Often) * Collaborate with the content planning team to ensure campaigns are integrated into national plans and remain timely and relevant (Often)   Data and Analytics   * Utilise data and technology to drive targeted and personalised customer experiences (Often) * Implement A/B tests, analyse results, calculate uplifts, and propose improvements based on findings (Often) * Contribute to weekly forecasting and reporting of campaigns, analysing key results and insights for stakeholders (Considerable frequency)   Other   * Work closely with digital, design, analytics, and other CRM team members to create engaging campaigns (Often) * Ensure compliance with all legal and company health and safety policies (Often) * Adhere to UK and Ireland Data Protection and ePrivacy legislation, reporting non-compliances to the Data Protection team (Often) |

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)   * Contribute to the development and execution of CRM strategies that impact customer engagement and order frequency. |
| **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?   * Develop a strong understanding of Domino's operations, customer behaviour, and marketing strategies. * Apply analytical skills to interpret campaign performance and make data-driven decisions. |
| **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?   * Use analytical thinking to evaluate customer data and engagement metrics, developing innovative solutions to optimise campaign performance. |
| **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.   * Make decisions within defined procedures and contribute to broader campaign strategies under the guidance of the CRM Manager. |
| **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?   * Demonstrate strong communication skills to collaborate effectively with team members and cross-functional partners. |
| **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.   * Continuously seek improvements in campaign techniques and contribute ideas to enhance customer engagement and meet budget expectations. |

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) | * [Nice to have] Certification in Braze or similar platforms |
| 1. Knowledge | * 1-2 years of CRM experience in campaign execution across email, push notifications, and SMS * 2-3 years of experience with multi-channel campaign journeys in Braze or similar platforms * Understanding of basic HTML for email, email best practices, and industry standards * Experience in setting up and executing A/B tests and analysing results |
| 1. Skills/Ability | * Strong analytical skills with the ability to interpret data and extract key insights * Excellent attention to detail for quality assurance processes * Ability to work collaboratively in a team environment and across departments * Time management skills to handle multiple campaigns and deadlines effectively |