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| **JOB DETAILS** | |
| **Job Title:** | **Affiliate and Partnerships Manager** |
| **Function: Department** | **Marketing** |
| **Location:** | **Milton Keynes/Manchester** |
| **Reporting to: Reporting To** | **Head of Digital Marketing** |
| **Effective Date: irectReports** | **24th April 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: In your role as an Affiliate and Partnerships Manager you will thrive off building successful and sustainable partnerships. You will enjoy working with data and will understand the commercial levers to drive sales and revenue for Domino’s. Your strong negotiating skills will set you apart, complimenting your ability to manage and nurture complex partner relationships.** |
| **Key Responsibilities/Job Tasks:**  Please list the most important responsibilities (with a breakdown of Frequency against each e.g, sometimes, often, considerable etc).  Considerable:   * Ownership and management of a portfolio of affiliates and strategic partners * Reporting and insights – ability to understand the bigger picture and provide internal and external stakeholders with the right amount and quality of information. * Tech and industry knowledge – regularly researching and conducting competitor benchmarking with the help of external partners to help adapt the affiliate and partnership program to the ever evolving digital landscape.   Often:   * Commercially evolve the affiliate program by identifying opportunities for new partnerships, as well as bonus and incentive improvements * Collaborate with the creative team to ensure continuous testing of new assets   Sometimes:   * Negotiation of new partnerships and renewal of existing ones |

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)  This role will be responsible for setting up the strategical direction of the Affiliate and Partnership channel in collaboration with the Head of Digital Marketing and Pricing and Promotion Lead. |
| **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 will work closely with Trading, Pricing & Promotion team, Marketing and numerous external partners to deliver and accelerate the growth of our partnership program |
| **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?  The role will lean into data provided by internal and external partners to identify opportunities for future growth. It will also use internal reporting to make budget allocation decisions. |
| **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 within broad business guidelines where there are few or no policies available.  With the help of Head of Digital Marketing & pricing team, the role will make budget decisions for the affiliate and partnerships sales channel. |
| **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?  Strong interpersonal skills are a must in this role. The Affiliate and Partnerships manager will be able to evaluate the opportunity that each new and existing partnership represents and apply their influencing skills to get the best value for the business. The role will also be able to clearly articulate the successes and learnings in their area of responsibility to a wide range of internal stakeholders. |
| **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 will have a deep understanding of the technical landscape in the affiliate area. They will have a natural inclination to test and trial new ways of improving the efficiency of their program by continuously innovating. |

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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| PERSON SPECIFICATION | |
| 1. Professional Qualification(s) | Minimum 3 years of experience in an affiliate and or partnership management role |
| 1. Knowledge | In dept knowledge of the affiliate space.  Proficiency in using affiliate marketing tools such as Awin or similar  Strong understanding of affiliate networks, tracking platforms and digital marketing trends.  Experience both managing and creating commercial partnerships |
| 1. Skills/Ability | Exceptional communication and interpersonal skills.  Highly organised with ability to prioritise effectively.  Analytical skills and able to interpret and simplify data. |