



## ROLE PROFILE

Role Title:	Senior Marketing Manager (PR & Organic Social)
Location:	Milton Keynes (one day per week)
Reports to Role:	Director of Marketing
Direct Reports:	Assistant Marketing Managers (PR & Organic Social)
Grade:	2
Notice Period:	12 weeks
Version Number and date:	26 <sup>th</sup> July 2022

### ROLE PURPOSE

Make Domino's one of the most exciting and alluring brands in the UK from an earned media perspective.

### MAIN AREAS OF RESPONSIBILITY

1. **Set the PR and organic social strategy** (i.e. what, how and why). It needs to be simple, motivating, customer-centric and designed to deliver (or exceed) business KPIs
  2. **Develop campaign briefs.** These need to be simple, motivating, customer-centric and designed to deliver (or exceed) business KPIs
  3. **Work with peers (i.e. earned media, paid media, partnership and pricing) from campaign brief stage to ensure our campaigns feel big and look seamless to customers**
  4. **Ensure that all stakeholders are proactively engaged at the right time and on the right basis,** so our campaigns feel big and look seamless to customers
  5. **Lead the campaign development process.** These campaigns should be on-brand, on-strategy and command the customer's attention
  6. **Get the most from our investment in agencies.** This requires relationship building, and constantly reviewing their work and our processes with them
  7. **Ensure that we are within budget across the campaigns we do.** Constantly interrogate costs to ensure we are getting great value
  8. **Create a culture of psychological safety** that allows all members of the team (and agency partners) to be the best they can be
  9. **Lead measurement of campaign performance.** This requires in-campaign optimization as well as post-campaign analysis. Learning should be shared with the team to drive continuous improvement
  10. **Grow the Assistant Marketing Managers** with the aim that in time they can step up into the Senior Marketing Manager's role
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- Comply with all legal and Company policies and procedures regarding health and safety to ensure you work in a manner that keeps you and your colleagues safe
  - Comply with all applicable UK and Ireland Data Protection and ePrivacy legislation and report non-compliances where identified to the Data Protection team
  - Responsible for actively participating in Domino's performance development process to ensure knowledge and skills remain current and relevant for role



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The main areas of responsibility are not intended to be exhaustive, but gives a general indication of the role. It is the nature of the Company that tasks and responsibilities are in many circumstances, unpredictable and varied. All colleagues are therefore, expected to work in a flexible way when the occasion arises and acknowledge that tasks not specifically covered in their role profile are not excluded.

### ACCOUNTABILITY

Make Domino's one of the most exciting and alluring brands in the UK from an earned media perspective. This will be measured by an increase in the quality and quantity of media coverage and organic social buzz we create.

### KNOWLEDGE, SKILLS, ABILITY & EXPERIENCE

- A visionary who can take the brand and team to places they haven't been
- Excellent knowledge of what the media responds to and what works on social media
- Excellent project management skills
- Excellent communication skills (verbally and in writing)
- Ability to build productive relationships across the business and at our external agencies
- Excellent creative judgement and attention to detail
- Experience of managing creative agencies
- Excellent at developing talent

### OUR VALUES



**WE LOVE  
CUSTOMERS**



**WE DO THE  
RIGHT THING**



**WE ARE  
ONE TEAM**



**WE ARE  
BOLD**



**WE GROW AND  
WIN TOGETHER**