

<b>Job Title</b>	Group CRM & Loyalty Transformation Lead	<b>Function/Region</b>	Marketing / Group
<b>Reports to</b>	Head of Digital Customer Experience	<b>Band</b>	5
<b>Location</b>	London		

**Our Mission**

‘To create the finest retail experiences.’

**Our Purpose**

‘Making the extraordinary possible’

**Purpose of the Role**

To lead McArthurGlen's CRM and loyalty transformation agenda, shaping a connected, insight-led and customer-centric engagement model across all centres. The role acts as business product and performance owner for CRM and loyalty platforms, translating the 2026–2028 roadmap into prioritised programmes, scalable ways of working and measurable delivery.

**Key Responsibilities**

**CRM & Loyalty Strategy**

- Lead the CRM and loyalty transformation roadmap, translating strategic priorities into a clear, phased programme of work
- Shape the future role of loyalty, lifecycle engagement, first-party data and app-connected customer experiences across the business
- Lead the redesign of the McArthurGlen Club into a compelling, commercially effective loyalty proposition with a clear value exchange
- Prioritise initiatives based on customer value, business impact, feasibility and organisational readiness

**Data, Technology & Personalisation**

- Act as business product owner for CRM and loyalty platforms, owning business requirements, backlog prioritisation and value delivery
- Co-lead the CRM squad with technology, data and product teams to support implementation, rollout and adoption of CRM capabilities
- Drive a connected customer data foundation to improve audience understanding, segmentation, measurement and personalisation
- Align CRM and loyalty priorities with web, app and wider digital initiatives to enable more relevant customer experiences

**Campaign & Channel Excellence**

- Define the strategic CRM contact approach across lifecycle stages, channels and audience segments
- Set frameworks for personalisation, test-and-learn and measurement so regional teams can improve performance consistently
- Use insight and performance data to improve acquisition, retention, reactivation and customer value
- Champion disciplined KPI tracking, performance reviews and optimisation across CRM and loyalty initiatives

**Governance, Delivery & Team Leadership**

- Design and embed scalable CRM and loyalty ways of working, with clear roles, decision rights and planning rhythms across Group, Regional and Centre teams
- Establish activation standards, playbooks and toolkits that improve consistency, quality and accountability
- Lead change management so new platforms, processes and frameworks are successfully embedded in-market
- Lead and develop the CRM and loyalty team, setting clear direction, priorities and standards while building capability through the transformation and ensure measurable business performance

Build alignment across Group and regional stakeholders around priorities, accountabilities and outcomes

**Skills & Experience**

**Insight & Judgement**

- Uses strategic, analytical and commercial judgement to connect customer engagement activity to measurable business performance
- Makes sound prioritisation and trade-off decisions in complex, multi-market environments

**Communication & Influence**

- Translates CRM, loyalty, data and technology topics into clear business requirements and priorities
- Influences senior stakeholders across Marketing, Digital, Technology, Data, regional teams and external partners

**Collaboration, Relationships & Inclusion**

- Builds trusted relationships across a matrix organisation, integrating different perspectives to create shared direction
- Works collaboratively with internal teams, agencies, technology vendors and loyalty partners to deliver customer-led outcomes

**Execution, Delivery & Performance**

- Proven track record delivering CRM, loyalty or customer engagement transformation programmes with measurable business impact
- Strong product ownership discipline, including requirements definition, backlog prioritisation, governance and delivery follow-through
- Able to embed scalable processes and adoption frameworks that improve execution across regions and centres

**Leadership & People Enablement**

- Provides clear direction, priorities and standards, helping teams stay focused on what matters most
- Leads teams and stakeholders through change with clarity, confidence and accountability

**Business, Commercial & Digital Acumen**

- Deep understanding of CRM and loyalty platforms, first-party data, customer lifecycle management, segmentation and personalisation and how these impact on footfall and sales
- Strong digital and customer engagement acumen across app, web and wider digital touchpoints
- Understands data privacy and regulatory requirements across European markets and applies them practically in CRM and loyalty activity

**Requirements**

- Significant senior experience in CRM, loyalty or customer engagement within a consumer-facing, multi-market business
- Experience shaping operating models, governance and cross-functional ways of working
- Fluent in English; additional European languages are an advantage
- Willingness to travel to centres across Europe

**Our Success Framework**



**McArthurGlen, an extraordinary experience for everyone.**

At McArthurGlen we value the diversity of our people.  
We celebrate difference and believe that everyone is extraordinary.  
We are committed to building a culture where our opinions and contributions are listened to and respected and anyone can be themselves.  
We learn and grow together, we all belong.