

Job Title	Digital Product Performance Manager	Function/Region	Marketing/Group
Reports to	Product Owner Web & App	Band	4
Location	London		

Our Mission

‘To create the finest retail experiences.’

Our Purpose

‘Making the extraordinary possible’

Purpose of the Role

We are looking for an expert Digital Product Performance Manager to join our lean, high-impact digital product team. Working closely with the Product Owner, this role is accountable for ensuring our digital platforms (app and web) are evidence-led, well-built, performant, and continuously improving.

While the Product Owner owns vision, roadmap, and prioritisation, this role owns the evidence and delivery rigour: data, customer insight, requirements, and performance measurement that enable confident decision-making and high-quality product outcomes.

This is a hands-on role for someone as comfortable deep in GA4 or SiteImprove as they are facilitating requirements workshops, managing UAT, and working day-to-day with an external Scrum team.

Key Responsibilities

Insight, Analytics & Performance

- Own digital performance measurement across app and web, defining KPIs aligned to retail frameworks and producing clear insight dashboards and reports
- Analyse data from GA4, SiteImprove, and related tools to identify trends, issues, and optimisation opportunities
- Lead structured optimisation initiatives, including A/B testing and funnel analysis, measuring impact and feeding insights into prioritisation
- Monitor post-release performance of new features to inform iteration and improvement
- Manage digital data governance and consent tooling (e.g. OneTrust), ensuring compliance with privacy requirements
- Monitor the impact of AI-powered search and assistants on digital traffic, engagement, and conversion performance.
- Establish and maintain GEO (Generative Engine Optimisation) measures to improve discoverability and representation across AI-driven experiences.
- Recommend content, metadata, and digital experience improvements to enhance performance across search and AI discovery channels.

Customer Insight & Requirements

- Own the customer evidence base through journey mapping, usability reviews, and targeted research
- Define high-quality user stories and acceptance criteria (BDD), with embedded measurement requirements
- Maintain traceability of requirements through the delivery lifecycle

Delivery & External Team Management

- Act as the day-to-day point of contact for the external Scrum team, managing delivery pace and quality via Azure DevOps
- Work closely with implementation partners to ensure requirements and design artefacts are understood before development begins
- Lead User Acceptance Testing, including test planning, execution, defect management, and release sign-off

Platform, Content & Stakeholder Engagement

- Define and validate analytics and tracking requirements in collaboration with Marketing and IT
- Support feature prioritisation in partnership with the Product Owner
- Work closely with CRM, Marketing, IT, and centre stakeholders to ensure the digital experience supports the end-to-end customer journey
- Communicate insight, performance, and delivery status clearly to non-technical stakeholders

Skills & Experience

Insight & Judgement

- Strong analytical and critical thinking, using data and customer insight to inform product decisions and optimisation
- Able to identify patterns, issues, and opportunities within complex digital data sets
- Exercises sound judgement when balancing insight, feasibility, and delivery constraints

Communication & Influence

- Clear, confident communicator, able to translate data, analytics, and technical detail into actionable recommendations
- Comfortable facilitating requirements workshops and presenting findings to senior, non-technical stakeholders

Collaboration, Relationships & Inclusion

- Proven experience working closely with Product Owners, Scrum teams, and external delivery partners
- Builds effective working relationships across Product, UX, Marketing, CRM, and Technology teams

Execution, Delivery & Performance

- Strong command of agile delivery, including backlog refinement and sprint support
- Proven experience producing high-quality user stories, acceptance criteria, and maintaining delivery traceability
- Hands-on experience leading UAT, including defect management and release sign-off
- Highly organised, able to manage multiple workstreams across analysis, delivery, and testing

Learning, Adaptability & Future Readiness

- Insight-led and continuously focused on optimisation and improvement
- Comfortable operating in data-heavy, agile digital environments and adapting ways of working as platforms evolve

Business, Commercial & Digital Acumen

- 5+ years' experience in digital product, product analysis, or business analysis across web and/or app environments
- Strong hands-on analytics capability using GA4 and Sitelmpove, with experience measuring retail KPIs
- Experience with A/B testing, experimentation, and conversion or funnel analysis
- Working knowledge of data privacy, consent management, and digital data governance (e.g. OneTrust or equivalent)
- Experience working with enterprise CMS platforms (e.g. Optimizely)
- Confident using delivery and collaboration tools such as Azure DevOps, Miro, Lucidchart, or Figma
- Understanding of AI search ecosystems, GEO, and their impact on digital product performance and customer acquisition.

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.