

MCARTHURGLEN

GROUP

Job Title	Partnership Manager	Function/ Region	Marketing
Reports To	International Markets Director	Band	4
Location	Flexible		

Our Mission

'To create the finest retail experiences.'

Our Purpose

'Making the extraordinary possible'

Purpose

Strategic partnerships are a key lever to drive incremental high-value demand, sales growth and long-term competitiveness across the McArthurGlen portfolio.

The Partnership Manager (Tourism) is responsible for developing, managing and activating partnerships as part of a structured, scalable Partnerships Programme across sectors including travel, hospitality, loyalty programmes and financial services.

Working at Group level and in close collaboration with Tourism, Strategy, IT, Legal, Finance and regional teams, the role ensures partnerships are consistently evaluated, implemented and optimised to deliver measurable outcomes, including incremental footfall, sales uplift and customer data acquisition across key markets.

Key Responsibilities

Partnership Development & Management

- Identify and develop high-value strategic partnerships aligned with Group growth, with focus on travel, hospitality, loyalty and payment ecosystems
- Build and manage a prioritised partnership pipeline, balancing pan-European opportunities and key source markets
- Apply a structured evaluation approach (customer value, reach, commercial model, data potential, ROI) to support informed decision-making
- Support the definition and adoption of standardised partnership frameworks and governance across the portfolio

Activation & Delivery

- Lead end-to-end partnership execution, from opportunity assessment and business case through to launch
- Manage internal process checks to ensure partnership activations progress through the required approvals, controls and operational readiness steps
- Coordinate cross-functional teams (Tourism, Strategy, IT, Legal, Finance) to ensure aligned, compliant and timely delivery
- Oversee implementation of partnership mechanics (e.g. loyalty-based, earn-on-spend or payment-linked models)
- Manage partner relationships and ensure delivery against agreed objectives and commercial expectations

Performance & Commercial Impact

- Drive incremental footfall, sales and high-value customer acquisition, with focus on priority international markets
- Define, track and optimise performance using core KPIs (sales uplift, ASPV, ROI, incrementality)
- Contribute to business case development and financial modelling, ensuring partnerships are commercially viable
- Continuously review results and identify opportunities to scale, optimise or reprioritise partnerships

Marketing & Customer Integration

- Integrate partnerships into the end-to-end customer journey, with emphasis on pre-arrival influence and in-centre activation
- Align partnership activity with marketing campaigns, commercial priorities and target customer segments
- Support B2B2C activation by leveraging partner channels, CRM reach and audience targeting capabilities
- Ensure consistency in brand positioning and customer experience across all partnership activations

Data & Insight

- Support customer data acquisition and CRM growth through partnership initiatives
- Work with internal teams and partners to ensure tracking, reporting and visibility of performance
- Use insights and learnings to optimise partnerships and inform future strategy

Requirements

- Proven experience managing strategic partnerships, ideally across travel, hospitality, loyalty, payments or retail environments
- Strong commercial judgement, with the ability to assess value, prioritise opportunities and shape clear business cases
- Confident stakeholder manager, able to align senior partners and internal teams across markets and functions
- Analytical and performance-focused, comfortable using data, KPIs and insights to drive decisions and optimisation
- Highly organised, proactive and delivery-oriented, with the ability to manage multiple workstreams from concept to launch

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.