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| **POSITION TITLE** | **Loyalty Operations Support Manager** | | | | | | | | | | |
| **FUNCTION** | Loyalty, Data and Financial Services | | | | **DEPARTMENT** | | | Customer Loyalty and Data | | | |
| **REPORTS TO** | Senior Manager – Customer Operations | | | | **KEY STAKEHOLDERS** | | | Internal: IT, Retail Operations, Customer and Marketing, | | | |
| External: MXC, Placard, Southern Vii. | | | |
| **DIRECT REPORTS** | N/A | | | | | | | | | | |
| **POSITION PURPOSE** | The Loyalty Operations Support Manager contributes to the development and enhancement of key loyalty program deliverables including infrastructure such as the MYER one app, website and integrations with POS. They support the delivery of key functions of the Program such as acquisition, digitisation and delivery of Rewards etc. meeting and exceeding member expectations. | | | | | | | | | | |
| **KEY RESPONSIBILITIES** | 1. Reviews, analyses, and disseminates program key performance metrics to ensure compliance and operational aspects are considered and actioned. 2. Drives a continuous improvement plan through analysing and actioning key customer and performance insights to drive optimisation and efficiency across core operational aspects of the Loyalty Program 3. Coordinates and manages key Loyalty projects and initiatives ensuring these are delivered within required timeframes and budgets. 4. Supports the Program Manager prepare CAB approvals for the Loyalty business unit. 5. Works with key business stakeholders as the MYER one advocate 6. Coordinates and manages testing updates and releases. 7. Coordinates and manages System Training Communications. 8. Coordinates updates to the Terms and Conditions and Privacy Policy of the MYER one Loyalty Program 9. Supports the operational delivery of the Loyalty program. 10. Develop and implement, processes, policies, and procedures | | | | | | | | | | |
| **ROLE SPECIFIC SKILLS & EXPERIENCE** | 1. Strong Financial acumen 2. Strong customer and analytical skills 3. Flexible in accepting new challenges, effective communication, and organisational skills. 4. Experience in driving process efficiency and improvement 5. Journey mapping and communication planning 6. Experience developing, managing, and delivering operational projects with Internal and external stakeholders. 7. Minimum 5 years’ experience in the Loyalty, within a retail or consumer driven environment preferred | | | | | | | | | | |
| **KEY METRICS** | * Acquisition * Tag Rate * Project timelines and issues / defects remaining. | | | | | * Reward Card issuance and Redemption rates. * CRM Engagement Metrics * Cost of Doing Business – Loyalty Operations | | | | | |
| **CAPABILITES** | | | | | | | | | | | |
| Customer Centricity | | Relentlessly seeks new ways to improve the customer experience. | | | | | | | | | Intermediate |
| Change Agility & Resilience | | Maintains composure and focus under pressure and quickly adapts to change | | | | | | | | | Intermediate |
| Leadership | | Provides direction and purpose, and empowers, motivates, and inspires others to achieve their potential | | | | | | | | | Intermediate |
| Accountability & Results Focus | | Plans effectively and takes accountability for behaviour and results. Delivers on expectations in the right way at the right time. | | | | | | | | | Intermediate |
| Communicating with Influence | | Engages and inspires others through clear and persuasive communication | | | | | | | | | Intermediate |
| Collaboration | | Builds and maintains positive relationships to drive results that delight the customer | | | | | | | | | Intermediate |
| Customer Experience | | Draws knowledge from multiple sources to deliver relevant and inspiring customer experiences | | | | | | | | | Intermediate |
| **PERSONAL CHARACTERISTICS** | | | | | | | | | | | |
| *The specific personal characteristics and qualities needed to be successful in the role* | | | | | | | | | | | |
| * Analytical * Consistent * Hands on | | | | * Team Player * Courageous * Passionate | | | | | * Tenacious * Action Orientated * Inquisitive | | |
| **SAFETY AND COMPLIANCE AT MYER** | | | | | | | | | | | |
| **SAFETY COMMITTMENTS** | | All Myer Pty Ltd and Warehouse Solutions Pty Ltd team members are responsible for:   1. Clearly understanding and complying with their safety related responsibilities as defined in the “SAFETY AT MYER – Shared Responsibilities Statement” located in the online induction program, Team Member Handbook, and the Safety intranet site. 2. Ensuring personal (and wider team – fully briefed & coached) compliance with internal company policies, procedures, and codes (e.g., Code of Conduct), and all applicable external laws, regulations, standards, and industry codes (e.g., fair trading laws) All Myer Pty Ltd and Warehouse Solutions Pty Ltd team members are responsible for: | | | | | | | | | |
| **OUR VALUES DRIVE OUR BEHAVIOUR** | | | | | | | | | | | |
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| **APPROVAL** | | | | | | | | | | | |
| APPROVED BY | | | GM – Customer Solutions | | | | REVIEW DATE | | | 26-SEPTEMBER-2024 | |
| The requirements and responsibilities contained in this position description do not create a contract of employment and are not meant to be all-inclusive. They may be changed during employment on an as-needed basis. | | | | | | | | | | | |