

# Senior Manager, Member Strategy amp Program Development (6-...



Locatie  
<https://www.advertentieX.nl/x-2089385-z>

Noord-Holland, Amsterdam

## Bedrijfsomschrijving

The European head office of this international fashion & lifestyle brand is based in Amsterdam. The company's style is classic American with a twist. Dynamic, international, and open-minded describes the company's culture at best.

## Functieomschrijving

Join an international fashion house in Amsterdam as Senior Manager, Member Strategy & Program Development, where you'll lead the creation of a world-class membership and loyalty program for a premium fashion brand. Leverage data-driven insights to shape long-term strategy, engage key stakeholders, and drive innovative member experiences across e-commerce and retail channels. This role offers the opportunity to influence a member-centric transformation in a dynamic, global environment. Deadline for submissions are Thursday 24 October EOB.

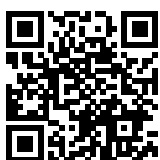
## The Department and Team

The Digital & Membership team operates within the EMEA DTC Hub, which oversees all direct-to-consumer channels in the region. Within this team, the Membership & CRM pillar is dedicated to establishing the benchmark for premium fashion retail, aiming to transform EMEA DTC into a member-

centric business. The team's focus is on designing innovative membership programs that customers are eager to join, driving growth and acquisition. With a strong offering of personalized, relevant experiences through digital and relevant communication channels, and offering the ultimate retail experience that puts the member's needs at the center, by developing the best member program in the industry. This is achieved by leveraging data-driven insights and working with a foundation of passion, collaboration, and trust in both the team and the iconic brands they represent.

## The Position

In the role of Senior Manager, Member Strategy & Program Development, the individual is responsible for developing and executing the strategy to create a world-class membership and loyalty program that appeals to consumers across Europe. They accomplish this by formulating a mid- to long-term



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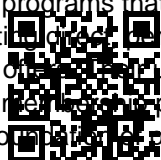
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membership strategy, driven by member data, insights, benchmarking, and research. By gaining stakeholder support for their compelling, shared vision, they influence the development and implementation of the program through strategic insights and inputs, ensuring that the brand, business, and consumer are always central to the vision.

Key stakeholders for this role include the entire Membership & CRM team, EMEA DTC teams (e-commerce, full-price, outlet), tech and development teams, as well as EMEA marketing functions and the Hub retail and marketing teams.

This position reports to the Director of Membership.

Key outputs & responsibilities:

The Senior Manager, Member Strategy & Program Development is responsible for building a long-term vision for the membership and loyalty program, in partnership with the Director of Membership, that inspires both internal and external stakeholders. This role requires strategic insight, using analysis and data to identify key growth opportunities based on member behavior and long-term goals.

Working closely with the Member Insights & Tech Operations team, they identify areas for improvement in program design and member engagement, proposing solutions to unlock growth. They collaborate with the Senior Manager, Member Growth, to create actionable plans for engagement and report on their impact.

The Senior Manager translates the overall vision into detailed short-, mid-, and long-term roadmaps, focusing on program benefits, mechanics, and omnichannel experiences, while engaging stakeholders on feasibility. Regular competitive research and benchmarking are conducted to compare the program against top performers, with insights shared across the organization and a scoring system developed to track progress over time.

As a business owner and stakeholder, the Senior Manager ensures the membership program vision is reflected in member journeys across e-commerce and retail, influencing teams with strategic input. They work with the Digital Retail team to enhance member sign-up and identification methods in-store, aiming to deliver an industry-leading experience.

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The role also involves long-term reporting, analyzing trends with the Member Insights & Tech Operations teams to inform program strategies. Additionally, the Senior Manager provides support on strategic projects, developing use cases and offering data-driven input to shape the program's direction.

#### Desired Skills and Job Requirements:

A completed Bachelor's or Master's degree. 8-12 years of experience in a fast-paced, international environment, ideally with a global premium fashion brand. Possesses strong strategic, analytical, collaborative, and creative thinking skills, with the ability to think critically and holistically. Proficient in strategy development and capable of effectively communicating it to a wide range of stakeholders, both verbally and visually. Excellent communication skills in English and high energy, with the ability to pitch new ideas to functional partners, generating enthusiasm and securing their support. Experienced in membership marketing. Able to translate strategy into actionable steps, both for immediate implementation and long-term goals.

#### What you can expect from our client:

An international environment which respects diversity, equality, and individuality. A beautiful state-of-the-art Campus. Depending on the role a monthly home-office budget. A chance to unwind with weekly social activities.

#### Sollicitatieprocedure

Apply now, and be sure to do so before Thursday 24 October EOB. Send your resume and a short motivation. Before we can introduce you to the client, we will invite you for an interview at our Projob office or online. For more information contact us at 020-5738383 or [welcome@projob.nl](mailto:welcome@projob.nl).

Please note that we agreed with our clients to only introduce them to candidates who already live near the job location. Although you might be willing to relocate or commute, this is not an adequate option. Website [easyapply.jobs/r](https://easyapply.jobs/r)