

Matas Group - Head of Loyalty Membership & Orchestration

Shape the future of loyalty across Matas Group

Matas and KICKS have strong brands, millions of members across the Nordics and a unique foundation of customer relationships and data. We are looking for a Head of Loyalty Membership & Orchestration to turn that foundation into stronger customer relationships and commercial growth.

Your mandate is clear: develop the propositions, concepts and mechanics that make membership more valuable and grow member Customer Lifetime Value.

This is a Group role spanning Matas & KICKS. Building on our Group Loyalty Strategy, you will define how loyalty should evolve across Matas and KICKS. A key question is how our loyalty programmes should develop over time. Where should we leverage Nordic scale? Where should Matas and KICKS remain distinct? And where can shared capabilities create more value?

In this role, you will develop the strategic frameworks and business cases behind these choices. Together with the Sr. Director of Membership Experience & CLV and Group CMO, you will help shape our future loyalty programme strategy, value propositions and benefit structures.

Own loyalty concepts from idea to impact

Reporting to the Sr. Director of Membership Experience & CLV, you will lead two experienced colleagues responsible for key loyalty concepts, setting a clear direction and creating the focus needed to help the team deliver. As Head of Loyalty Membership & Orchestration, you will own and develop key loyalty concepts across the Group, including Club Matas PLUS, Bonus Brands, product subscriptions, member recruitment and new propositions yet to be created.

Your areas of responsibilities include:

- Identify and prioritise new loyalty and membership opportunities
- Develop propositions, mechanics and commercial business cases
- Drive concepts from idea to implementation and measurable impact
- Use member data and behavioural insight to identify opportunities, validate concepts and improve performance
- Define how first-party and zero-party data can strengthen our loyalty propositions and create more relevant member experiences
- Work with CRM, Data and MarTech teams to turn concepts into scalable, personalised experiences across channels
- Help define the capabilities and use cases we need from our MarTech ecosystem to deliver on the loyalty strategy
- Partner with Category & Merchandising on supplier-funded propositions and commercial opportunities
- Continuously evaluate whether our concepts drive incremental behaviour, retention and long-term member value

Your role includes identifying the strongest opportunities, making the commercial choices clear and bringing the right teams together to deliver them.

Turn customer data into commercial action

We have a significant base of first-party and zero-party data across Matas and KICKS.

Your job is to make sure we use it to make better loyalty decisions. You will maintain a Nordic view of programme health, member behaviour and CLV development.

Furthermore, you will identify growth opportunities, turn insight into priorities and measure

whether our loyalty investments are creating real incremental value.

An important part of your role will be to work closely with CRM, Data and MarTech to improve how we segment, personalise and orchestrate member experiences across channels. You do not need to be the technical expert, but you need to understand what data and technology can make possible, ask the right questions and translate commercial ambitions into clear use cases and requirements.

You will work across Commercial, Category & Merchandising, CRM, E-commerce, Data, MarTech, Brand and local organisations to align priorities and move initiatives forward. Success requires strong stakeholder leadership. You need to be able to simplify complex questions, make clear recommendations and create momentum across brands, markets and functions.

Commercial profile with a strong data and loyalty mindset

We are looking for a strong commercial thinker who understands customers, data and loyalty and knows how to turn ideas into action. You may come from loyalty, commercial strategy, customer experience, subscriptions, digital business or a related field. Most importantly, we expect you to:

- Have strong commercial judgement and connect customer value with business value
- Understand loyalty, customer behaviour, retention and Customer Lifetime Value
- Develop strong propositions, strategic frameworks and business cases
- Use customer data and performance insights to make decisions and challenge assumptions
- Understand how first-party data, CRM, personalisation and MarTech can create commercial value
- Translate business opportunities into clear data and technology use cases
- Know how to create momentum across brands, markets and functions
- Be comfortable challenging existing thinking and driving decisions
- Have leadership experience or are ready to step into a leadership role
- Communicate confidently in English

Experience from retail, loyalty or membership businesses is an advantage. What matters most is commercial instinct, curiosity and the ability to turn customer insight into measurable impact.

What success look like

Membership becomes more valuable to our customers and our members become more valuable to Matas Group. That means stronger propositions, smarter use of customer data, higher engagement and retention, and growing member Customer Lifetime Value across the Nordics.

We invest in you

At Matas Group, our purpose is ...for beautiful lives, being your true companion throughout all stages of life. When you thrive personally, you shine professionally. That's why we actively invest in mental health, employee growth, leadership development, and a flexible and inspiring workplace where you feel safe, supported, and empowered.

With us, you will work alongside kind and supportive colleagues who dare to be bold and pursue ambitious goals with determination and accountability – without compromising the relationships with our customers, partners, or each other.

This role will be based in our office in Allerød. If you want to help define the next chapter of loyalty at Matas Group, we would like to hear from you.