



## Customer Loyalty Graduate

At Musgrave, we've been Growing Good Business for over 149 years. And we're not stopping there. In fact, we're just getting started. As Ireland's largest private sector employer, we welcome talented people who want to be part of a thriving business with real purpose. Every role at Musgrave is a chance to define what Growing Good Business means.

<b>Role:</b>	Customer Loyalty Graduate (CRM)	<b>Location:</b>	Hybrid (3 days a week in the business) with office locations in Cork
<b>Type:</b>	2-year contract	<b>Travel Required:</b>	Occasional business travel
<b>Department:</b>	Marketing	<b>Rotations:</b>	May rotate across different projects within the team

## Purpose & Scope

At Musgrave, we support thousands of retail and foodservice family businesses. Every day we feed one in three people in Ireland through 18 market-leading food and beverage brands that include SuperValu, Centra, Daybreak, Frank and Honest, and Musgrave MarketPlace. Our values and purpose challenge and inspire us to do the right thing, with a focus on practising good, fair, and honest business, a commitment to profit with purpose, and working relentlessly to innovate and lead the way in our market.

This Customer Loyalty Graduate is an excellent opportunity for innovative and motivated people with excellent technical, innovation, or business skills and an interest in working and having a great career in the fast-paced and dynamic FMCG industry. We are looking for emerging talent with a passion for technology, business, and customer experience to support plans to keep pace with consumer facing technology

The scope of the Loyalty Graduate role comprises a two-year experiential development role to immerse you in the fast-evolving world of customer loyalty, Customer Relationship Management (CRM), and personalisation. You'll contribute to the delivery of SuperValu Real Rewards and Centra Loyalty initiatives, support CRM operations, and gain exposure to strategic planning, data analytics, and campaign execution.

## Musgrave Institute

At Musgrave, we believe in more than just learning — we believe in transformation. Whether you're just starting out or looking to grow, this is where your journey begins. Through Musgrave Institute, you will be in an award-winning development Graduate Programme designed to celebrate your strengths, expand your skillset and empower you to create your future. You will achieve this through customisable development, key experiences in your role, bespoke graduate development experiences, coaching and mentoring. You'll also work on business projects which you will present to our senior leadership at our dedicated Early Careers Summit.

## Key Activities

Key activities and responsibilities include:

- Support the delivery of loyalty campaigns, including voucher mechanics, app engagement, and member pricing initiatives.
- Assist in CRM operations, including data quality, segmentation, and personalisation strategies.
- Collaborate with cross-functional teams (Marketing, IT, Data Warehouse) to ensure seamless execution of loyalty programmes.
- Analyse customer data to identify trends and support campaign optimisation.
- Contribute to the development of new loyalty propositions for Centra and SuperValu.
- Participate in strategic planning sessions and provide input on future loyalty roadmaps.
- Analyse customer data to identify trends and support campaign optimisation.
- Support the Loyalty Team's engagement and feedback initiatives



### Primary Relationships

- CRM Delivery Manager
- Loyalty Brand Manager
- Head of Loyalty
- Data Insights Team
- SuperValu Marketing Team
- Centra Marketing Team

### Secondary Relationships

- Graduate Mentor
- Graduate Coach
- Early Careers Manager
- Other graduates

### Essential Qualifications

- Honours Degree (Level 8) in a relevant business / marketing / technical area e.g. Computer Science & Business, Commerce, Business Analytics, Marketing, Digital Humanities and Information Technology

### Desirable Qualifications

- Masters in Business / Analytics / Marketing
- Practical internship or experience in FMCG industry

### Essential Skills

- Strong interest in customer behaviour, loyalty, and personalization
- Analytical mindset with proficiency in Excel and data tools
- Familiarity with, and interest in, technology and innovation
- Excellent communication and collaboration skills
- Highly organised, structured and performance driven
- Problem solving

### Desirable Skills

- Commercial acumen
- Strategic thinking capability
- User research and data analytics experience
- Project management skills

### Our Values

At Musgrave our values and purpose challenge and inspire us to do the right thing. We work in alignment with our values of ***building and sustaining long term stable relationships built on a bedrock of honesty, working hard, achievement and not being greedy.***