**Brand Manager**

Reporting to Marketing Director

Founded in 2014 in the Czech Republic, Rohlik is the European leader of e-grocery in Central Europe. Already active in the Czech Republic ([Rohlik.cz](http://rohlik.cz/)), Hungary ([Kifli.hu](http://kifli.hu/)), Austria ([Gurkerl.at](http://gurkerl.at/)), and now also in Germany ([Knuspr.de](http://knuspr.de/)). By owning its end-to-end operations, including all technology in-house, Rohlik provides a superior customer experience and the freshest food from local farmers and artisans, as well as a broad supermarket selection.

**Department Overview**

We build our brand around our belief that everyone should have access to better food and higher quality of life. We acquire new customers by winning their trust through superior service, helping their families to run smoothly, and differentiating ourselves with the rich offer of local, fresh, high quality products.

**Role Overview**  
Strategic and conceptual thinking plays an important part in this role. Key responsibility is to define the competition, the customer and create a brand that our customers will continuously fall in love with. Our customers are the centre of our universe and we strive to give them the best customer experience when shopping with us.

If you have organizational skills, you will have no problem coming up with new ideas, then executing them and bringing projects from the initial idea to the final result, of course with the help of colleagues and all at a fast pace of our company.

If you have a positive attitude towards food, you are familiar with current food trends, you have previous experience in the food segment, whether in the field of retail, Gastronomy or FMCG market, then we are looking for you!

**What we expect from you**

* Preparation and execution of a marketing and communication campaigns for suitable target groups
* Consistent communication according to the brand manual and brand values
* Launch of new services, products and brands from A to Z
* Increasing the value of brands on the market, their attributes and regular evaluation of the brand funnel
* Growth of the customer base and market share of the brand
* Campaign evaluation and analysis of customer and sales data
* Effective management of the marketing budget and maximizing ROI for campaigns
* Creating a long-term brand strategy together with the marketing director and senior brand managers

You will also work very closely with

* internal: marketing director, senior brand, trade marketing, CRM managers, commercial department, creative team
* external: creative, media agencies and other external suppliers

**What we look for**

* Previous experience with managing and creating food brands within FMCG
* Ability to create / manage brand, concept & product development
* Knowledge of the retail environment is an advantage
* Creative, Strategic and conceptual thinking
* Knowledge of online marketing is a must
* Analytical skills, effective work with data
* Organizational skills and ability to get things done on time
* English language skills B2/C1

**KPI’s typical for the position**

* TBC

**What we offer**

* Your work will have a direct impact on the company's results
* We will implement your good ideas almost immediately – not waiting for the approval of the headquarters somewhere in the world
* You will not be bound by corporate processes
* Your work has to be innovative and meaningful, we do not want to follow trends, but set them
* Last but not least, we mainly offer a fair reward and the possibility of professional growth and education, also a great bunch of people around and a legendary company events

**Our Key Ingredients**

**Amaze the customer**

We are obsessed with customers and their wants and needs. The customer has always been at the centre of our universe.

**Move quickly**

Better done than perfect is our motto, speed beats perfection almost every time. We have a big mission ahead of us and we need to move fast to succeed.

**Always challenge the status quo**

We love improving. We aim to be the best - 10x better and always way ahead of the market.

**Think big and think like an owner**

We are doing something that has never been done before in the grocery business, and we’re not afraid to be the first company to try new things out.

**Deliver results and have impact**

We focus on results, not on being busy. We always prioritise things that matter most to our customers and our business.

**Be curious and dive deep**

Curiosity makes your mind active instead of passive. Curious people always ask questions and search for answers.

**Keep learning**

We keep learning. Information is power. Change is life and opportunity. We experiment and iterate relentlessly.

**Be radically open and transparent**

We are open and honest to ourselves, to our teammates and to our customers. We are able to accept feedback, even when it’s not pleasant.

**Have fun**

Changing someone’s life for the better is a noble and optimistic mission. It is very important that you have fun doing it.

**Create a great place to work**

Working with people with diverse opinions and backgrounds brings challenging debates and smart solutions. Using more brains leads to faster decision-making