**Customer Relationship Manager**

Reporting to Marketing Director

We are one big family in Rohlík. We see the world from the better side and we are constantly looking for ways to make each other happier. We know that even seemingly small goodies can be of great importance, and therefore, together with the rediscovered power of humanity and helpfulness, we return to our roots. To nature, honest craftsmanship and the countryside, where there is inspiration for all who believe that it is time for good things and especially for good food.

**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**

Our Marketing Department represents a well-coordinated bunch of guys who aren’t scared to come up with ideas and who give their all both in campaigns and communication. And this is exactly the foxy crew into which we are searching for a pro who will keep an eye on our marketing strategy, who will look after our channels and who will be drunk into data all the time. If the analytical way of thinking is your cup of tea, if you dare to communicate with brand-teams and managers and if love for food is not hot air for you, we may search just for you.

**What we expect from you**

* Define acquisition and retention activities within paid and unpaid sources
* Define segments and their potentiality evaluation
* Improve the on-boarding procedure
* Define the primary aiming, set target KPIs for every single segment
* Prevent and cut back the churn rate
* Propose and implement a tool for automation, optimization and prediction of campaigns (e.g. attribution modelling, propensity modelling etc.) and particular CRM activities impact
* Communicate continuously with customer support and with its help set up procedures which improve the relationship with customer
* Propose strategy for the sales promotion with regard to customer segments and the logistic and order plan
* Propose demand and sales forecast and orders plan assisted by logistics, warehouse and acquisition
* Analyse marketing team’s particular activities and subsequently share their evaluation and plan following activities and changes
* Measure and settle consumer satisfaction in all customer aspects
* Be responsible for effective spending of the performance marketing budget part
* Cooperate the departments across, particularly with marketing, BI and commercial departments, with logistics and warehouse
* Cooperate with CRM tool providers

**What we look for**

* We are looking for an analytical person who has a strong background in Customer Relationship Management
* Experiences with loyalty scheme and performance, either on the customer’s side or in an agency
* Previous experiences with strategic planning, marketing and project management
* Orientation capability in the products and services offer offered not only by Rohlik.cz but also by the competition
* Resistance to stress
* Excellent organizational and communication skills
* Concentration on customer’s needs
* Love for food
* Ability to team-work

**KPI’s typical for the position**

**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 corporate events

**Our Values**

* **Customer obsession:** Customer is in the center of our universe. Everything we do, we do for them.
* **Speed:** Better done than perfect. We build, improve and deliver fast.
* **Courage:** We are brave. We are not scared of taking ownership and making decisions.
* **Learning:** We keep learning. Information is power. Change is life and opportunity.
* **Winning:** The market standard is not good enough. We aim to win, be the best, and ahead of the market. We keep innovating.
* **Honesty:** We are open and honest to ourselves, to our teammates, and to our customers. We are able to accept feedback.
* **Optimism:** We fight in a tough environment. The more important it is to have fun and have a helicopter view.
* **Think big:** We are bold and daring in changing the future.