**CRM Manager**

Reporting to Group Head of CRM Manager

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 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**  
As a **CRM Manager**, you will ensure the CRM functions smoothly, supports business goals, and fosters strong customer relationships**.** You participate in the activities within the execution of Rohlik Group CRM strategy, which aims to maximize Customer Lifetime Value through better onboarding of new customers, their development, and retention. Using CRM tools/channels and campaigns, contribute to increasing brand value and loyalty through building purchase frequency and transaction volume. To do this, it uses techniques and tools for continuous campaign optimization, including testing. Works with segmentation and personalization to maximize the impact of campaigns. Builds long-term growth in key parameters/sharp metrics.

**Key Responsibilities**

* Focus on automation and customer management
  + creating funnels, flows and finding incentives/interactions that will help us increase conversion
* Execution of CRM strategy
  + Together with Group Head of CRM Manager and BI department, defines and implements strategies for emailing, push, SMS or remarketing campaigns
  + Sets up individual campaigns, continuously optimizes and optimizes them
  + Prepares test campaigns, a/b tests
  + Drives and builds automated flows, innovate customer journey and focuses on improvements of our customer funnels
  + Implements new trends in CRM (e.g. towards automation and personalization of messages, dialing in more complex customer communication)
* Segmentation and personalisation
  + Works with databases and customer segmentation (personalization); ensures relevant targeting combined with appropriate messaging and creative processing
  + Analyzes the impact of targeting and implements tools for its continuous optimization
* Monitoring and analytics
* Regularly analyzes the performance of CRM campaigns, automated flows and suggests adjustments to their settings to maximize results incl. ROI
* Creates and updates standardized reports to support the decision making of the marketing team and management
* Collaboration
* Internal: especially with performance manager, BI, copywriter and brand manager
* External: digital agency (if not handled by internal resources)

**KPI’s for the position**

* Conversion and ROI of customers across the segments
* Optimising frequency, AOV, basket penetration of customers
* Managing open rates and low bounce rate
* Managing utilisation of base
* Communication is planned and executed on time