**Group Digital Performance Manager**

Reporting to Marketing Director

Europe's leading online grocery delivery service. We are on a mission for our customers’ healthier and happier lives by helping them eat and live better. Marrying state-of-the-art technology and logistics with love for food, we deliver more than 20,000 SKUs of high quality groceries to our customers’ doors. We carry all the favourite brands, plus a range of affordable own-label products. In every city we carefully select the best quality and freshest local products to save our customers time; from butchers to bakery, and fresh produce directly from farmers via our unique Farm-to-Door program.

Today we have 1,5m+ customers in five European countries (Czechia, Hungary, Austria, Germany and Romania). Last year we delivered close to 12 million orders.

**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**  
Group Digital Performance Manager is responsible for the efficient generation of traffic to the website, its evaluation, optimization and delivery of the order plan across our markets:

* Leading the team of Country Digital Performance Managers
* Translates marketing strategy into planning and optimising the targeting of individual customer groups across digital channels.
* Designs and creates automated systems for managing and evaluating marketing campaigns.
* Uses the outputs from analytics when designing future campaigns.
* Works closely with CRM, Marketing, Brand, and Customer Acquisition managers in the design of relevant content

**What we expect from you**

Strategy definition for paid channels

* Defines the acquisition and retention strategy through paid channels in accordance with the overall marketing strategy
* Continuously tests alternative approaches, evaluates and adjusts them according to the results of the campaign
* Regularly monitors developments in the digital marketing environment and implements the latest trends in the Rohlik.cz environment

Segmentation and personalization

* Translates customer segments defined in the marketing strategy into a digital channel environment
* Ensures relevant targeting of these segments through a mix of channels, relevant news and creative processing
* Analyses the impact of targeting and implements tools for ongoing targeting optimization

Attribution / monitoring and analytics

* Designs and implements tools for automation, optimization and prediction of campaign impact (eg attribution modelling, propensity modelling, etc.)
* Regularly analyses campaign performance and suggests adjusting their settings to maximise results and ROI
* It continuously communicates with the logistics department and the warehouse for optimal demand management

Marketing budget

* Responsibility for the efficient management of the marketing budget
* Maximises the ROI of funds spent, taking into account logistics and warehouse capacity
* Evaluates and reports on a weekly and monthly basis of budget management

Cooperation

* Internal: Collaborates across departments, especially with marketing, commercial, logistics and warehousing
* External: digital agencies (if not addressed in-house)

**What we look for**

* Previous Team Leadership experience in high performing environment
* Skills in managing a wide range of channels to generate web traffic
* Experience with working and creating tools for effective data modelling (attribution models, propensity models, etc.)
* Analytics enthusiast working with a wide variety of platforms (Google, Tableau, inhouse,…)
* Excellent orientation in campaign planning and management, identification of relevant topics, offers, messages in combination with appropriate platforms
* Prerequisites for effective personalization and targeting of campaigns
* Mindset for optimization and testing to achieve the best ROI
* Comfortable with work in an environment with a high degree of urgency
* Ability to proactively respond to current demand developments; sense of the commercial impact of digital marketing
* Strong analytical skills; the ability to convert insights from data analytics to campaign optimization
* Strong leadership and drive for continuous achievement of set sales goals
* Ability to work closely with related team members (marketing, commercial)
* Knowledge of online and / or multi-channel retail / FMCG environment an advantage

**KPI’s typical for the position**

* Delivered to the order plan
* Campaign ROI
* Growth of the active customer base

**What we offer**

* Exciting job with essential impact on the company's results
* Outstanding compensation driven by the job significance and impact
* Implementing good ideas almost immediately with no waiting for a long approval process
* Setting trends by innovative and meaningful work
* A dedicated team of IT professionals for own development

**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