**Group Campaign Manager**

Reporting to Group Head of Brand & Campaign Development

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 **Group Campaign Manager**, you will ensure all campaigns align with the company's centralised marketing goals and brand identity. This role is a marketing mastermind, overseeing the entire lifecycle of marketing campaigns. Key responsibility is to define the competition, the customer and create a brand that our customers will continuously fall in love with.

**Key Responsibilities**

* Preparation and execution of a marketing and communication campaigns for suitable target groups.
* Collaborate with Group Head of Brand & Campaign Development to define campaign goals and objectives.
* Conduct market research and competitor analysis to identify target audiences and inform campaign messaging.
* Develop comprehensive marketing campaign plans, including budget allocation, timelines, and channels.
* Oversee the creation of high-quality marketing materials across various channels (e.g., digital, print, social media).
* Tracking and analyzing campaign performance**:** monitor key metrics to see how well the campaign is performing and make adjustments as needed.
* Launch of new services, products and brands from A to Z.
* Creating a long-term brand strategy together with the Group Head of Brand & Campaign Development and VP of Marketing.
* Stay up-to-date on the latest marketing trends and technologies to continuously improve campaign effectiveness.

**KPI’s for the position**

* FTUs growth
* Brand traffic (revenues, sessions, transactions, AOV)
* Brand awarness – Increasing the value of brands on the market and target groups
* Improvement on campaign data - monitor campaign performance using analytics tools and metrics (e.g., website traffic, lead generation, sales).