**Digital Acquisition Manager**

Reporting to (fill out)

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/)) and Austria ([Gurkerl.at](http://gurkerl.at/)), the company will be launching in the coming months in Germany ([Knuspr.de](http://knuspr.de/)). By owning its end-to-end operations, including all technology in-house, Kifli.hu 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**

Acquisition Manager works closely with the marketing team and is responsible for driving new customer acquisition, prospect nurturing and partner event support.

**What we expect from you**

* Develop & implement the strategy to acquire new customer
* Plan, implement and manage campaigns and tactical initiatives that drive new acquisitions
* Manage integrated, multi-channel marketing campaigns across email, website, social, search, direct, sponsorships & events
* Provide insights to boost the performance of SEO, SEM, PPC, display and retargeting.
* Work closely with cross functional teams to align go-to-market strategies.

**What we look for** (please fill)

* Proven experience in acquisition marketing within the B2C sector
* Strong knowledge of digital marketing; SEO, SEM, Email, Programmatic etc.
* Understanding of working within an very fast paced enterprise environment
* Strong interpersonal skills, people management, time management & attention to detail

**KPI’s typical for the position** (please fill)

* Conversion to registered customer
* Number of first time users

**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 Values**

* Customer is in the centre of our universe. Everything we do, we do for them
* Better done than perfect. We build, improve & mainly deliver
* We are brave. We are not scared of making decisions
* We keep learning. Information is power. We deep dive into it to create a change again and again.
* Market standard is not good enough. We aim to win, be the best and ahead of the market. We keep innovating
* We are open and honest to ourselves and to our colleagues. We are able to accept feedback
* We fight in tough environments. The most important is to have fun and keep helicopter view
* We think big. We are bold and daring in changing the future