**Product Owner, Personalization**

Reporting to Group Head of CRM

Europe's leading online grocery delivery service. Wherever we are, we deliver the country’s largest assortment from both top brands and local farmers in less than three hours in 15 minute time slots, saving our customers time and giving them freedom and flexibility.

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 up to 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 produce 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 850,000+ customers in major European cities from Vienna to Munich and beyond. Last year we delivered more than 8 million orders.

**Role Overview**

We are looking to hire an experienced international leader to develop the rapidly growing Rohlik brand portfolio across the entire Europe. The Product Owner of Personalisation is responsible for seeking opportunities, setting vision and developing and delivering personalisation products and features. The role acts as a mini-CEO within Rohlik, responsible for personalisation success. Product owner leads the cross-functional team that can independently and successfully deliver personalisation initiatives end-to-end. We are looking for a colleague who will be the driving force behind Rohlik’s personalisation efforts and who can address the needs of both customers and business.

**Your responsibilities**

* Set the vision for personalisation of the customer experience, get the buy-in for your ideas from your stakeholders
* Define, create and implement initiatives and features enabling personalisation across the whole customer lifecycle.
* Create a roadmap, prioritise tasks and take responsibility for their implementation.
* Coordinate your team to achieve your goals and fulfil the set roadmap.
* Make data driven decisions.
* Work towards your pre-set performance metrics or OKRs.
* Validate hypotheses, getting customer and business feedback and taking iterative actions.
* Communication with stakeholders, other departments and country management teams.
* Search for opportunities and come up with ideas on how to improve and personalise Rohlik service and customer experience.

**Your expertise**

* Experience with personalisation initiatives or projects.
* Background in product development as a Product Manager/Owner or a project manager.
* Good understanding of recommendation and personalisation engines and algorithms, accompanied by a practical experience with these technologies.
* Ability to quickly iterate, evaluate and make decisions.
* Experience with web analytics tools and online marketing.
* Excellent communication and change management skills.
* Not being afraid to speak out loud and challenge the status quo.
* Ability to structure and solve complex tasks and problems.
* Focus on the result, not the process.
* Flexibility in finding solutions.
* An overview of trends in e-commerce and retail.
* Good prerequisites in time management.

**KPIs**

* Average revenue per user
* Buyer penetration of product categories
* Speed of purchase
* NPS

**What we offer**

* Exciting job with essential impact on the company's results
* Outstanding compensation driven by the job significance and impact
* Stock options
* 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
* Location of this role anywhere of our business (Prague, Budapest, Vienna, Milan or Munich)

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