**Campaign and Mkt Project Manager – DACH Region Role**

**Reporting to country marketing manager**

Europe's leading online grocery delivery service. Using technology to deliver weekly shopping (17 000 SKUs) in less than three hours in 15 minute time slots, saving our customers time and giving them freedom and flexibility.

The world needs a better food system, one that is more sustainable, more inclusive and which brings healthier and more personalised food to all. Rohlik Group is leading this change. 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. We carry all the favourite brands, plus a range of affordable own-label products, so our customers don’t miss out on what they love.

**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:**

We are looking for a Campaign and Marketing Manager to manage and coordinate various marketing projects and 360° campaigns across the DACH region. The role is focused on project management, overseeing localized growth campaigns, and ensuring successful execution of marketing activities in Germany and Austria. This position is critical for managing campaigns across key regions, leverage growth and future expansion as well as maximizing local market potentials.

**What we expect from you:**

● 360° Campaign Management of Local Initiatives: end-to-end execution of multi-channel marketing campaigns (digital, print, events, social media, crm, etc.) for local marketing activities, brand and growth campaigns, maximizing local market opportunities, awareness and growth

● Localization and Campaign management of Group Campaigns: localizing, translations and adapting to the specific needs of local market, align with local market requirements and cultural nuances with regards of a smooth campaign roll out and execution

● Project Management: Handle the day-to-day coordination of localized marketing projects, ensuring smooth delivery of campaigns in high-growth areas like Frankfurt and other potential markets

● 1:1 Communication Content Creation: Manage the creation of personalized customer communications.

● Operational Support: Act as a backup to the Country Marketing Manager, ensuring seamless execution of campaigns and marketing initiatives as well as support of Social Media Campaign and Loyalty Manager (Premium & Baby Club)

● Stakeholder Management: Alignments with Group Brand, Trade and Demand, PR, CRM, Commercial Team, Performance Mkt, etc.as well as with external agencies and partners/accounts

● Process Optimization: Improve operational workflows whenever possible to increase efficiency in delivering campaigns on time and within scope.

**Whats your experience**

● Experience: minimum of 4 years in campaign management or marketing project management, with a strong focus on operational execution and managing 360° campaigns.

● Language Skills: Fluency in German or Austrian is essential for managing local market activities and communications with stakeholders. Business English also required. ● Tool knowledge in Figma, JIRA and Google Applications are a plus, affinity for working with and quickly learning new tools is a must

● Project Management: Proven ability to coordinate multiple projects simultaneously, ensuring timely and effective execution of campaigns.

Join our team as a Campaign and Mkt Project Manager and help drive the success of our 360° marketing campaigns while ensuring localized relevance and supporting growth across the DACH region.

**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

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