**Trade Planning and ORP development Specialist**

**Reporting to Trade planning 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.

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

**Department Overview**

We build our brand around our belief that everyone should have access to better food and drugstores 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. In Marketing, we translate this into the brand, communications, USPs, in order to drive preference for ROhlík and building a growing a solid base of loyal customers. All that supported by acquisition, performance marketing and CRM activities in order to ensure a solid and sustainable growth**.**

**Role Overview**

In this role, this is a person responsible for both strategy & operations execution, being responsible for two areas:

1. Trade planning and Forecasting - Planning and coordinating activities across the company to reach business objectives, in particular number of orders driven by Monthy Active Users and their Shopping frequency. In doing so, the person supports the Trade Plaenning Manager in analytics, daily/weekly/monthly forecasting, while driving activities in case we are behind the plans, via resources across the company. For larger activities, the personal also acts as a project manager,.e.g. developing and launching consumer competitions, etc,
2. Strategy and Business development of Rohlík points - Creates tailored communication for each appointed lifecycle (or other) segment (e.g., specific strategies for Indoor Rohlik Points / Outdoor Rohlik Points) together with CRM Campaign specialists. Handled segments depend on the Business optimalisation leader decision.

**What we expect from you**

● orders/customers/frequency/SKU forecasting, analytical skills

● ability to articulate your case, reasoning and convince key stakeholders

● Ability to lead and manage projects end to end

● Forms hypothesis, pilot various campaigns and evaluates them

● Segmentation and campaign execution

● Works with databases and customer segmentation (personalization), provides relevant targeting combined with relevant reporting and creative processing

● Analyzes the impact of targeting and implements tools for its ongoing optimization

● Regularly analyzes the performance of campaigns and suggests adjustments of their settings to maximize results,

● Creates and updates standardized reports to support marketing team and management decision making

● Collecting customer feedback as well as developing recommendations for action based on Customer-Insights

● Strategic distribution of campaign objectives and division of competencies across the team

● Your work has to be innovative and meaningful, we do not want to follow trends, but set them

**What we look for**

● Previous experience with managing and creating marketing activities

● Ability and experience in driving commercial performance

● Ability to create brand, concept & product development [1] [2]

● Knowledge of the retail environment is an advantage

● Creative, Strategic and conceptual thinking

● Knowledge of online and offline marketing is a must

● Analytical skills, effective work with data

● Organizational skills and ability to get things done on time

● English language skills B2/C1

**KPI’s typical for the position**

● Forecasting Accuracy

● no. of orders vs target

● RP EBITDA

● RP utilization

● MAU of RP

**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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