**Marketing Director DACH**

Reporting to CEO

Rohlik Group operates Europe's leading online grocery delivery service. 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 as fast as in 60 minutes. We carry all the favorite brands, plus a range of affordable own-label products. In each city we carefully select the best quality and freshest local products 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 1,500,000+ customers in major European cities including Prague, Vienna, Munich and beyond. Last year we delivered more than 11 million orders.

We are the fastest growing online grocery delivery service in the DACH region, so far operating in Vienna, Munich and Frankfurt, expanding to Berlin in Spring 2024 and Hamburg soon after. This marks the beginning of a period of expansion to 20 cities in the DACH region by 2030.

**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.

The DACH marketing department is primarily responsible for growing the business: Via executing our marketing strategy based on understanding local customer needs, planning and executing campaigns and activations in order to grow the customer base, to excite and engage customers, and ultimately to plan and generate demand for our services Knurspr in DE and Gurkerl in AT in each city we operate in. The department consists of a local team of campaign managers, growth hackers, CRM specialists, designers, trade and demand planners based in our Munich and Vienna offices, and works closely with a Prague-based central Marketing Hub of CRM, design, campaign and performance experts.

**Role Overview**

We are looking for a great Marketing Director to lead our marketing department for knuspr.de and gurkerl.at in this decade of rapid geographic expansion and exponential growth. As Marketing Director, you make customers in DE and AT fall in love with our awesome products and service. You bring in-depth experience and a passion for digital technologies. You provide forward-thinking ideas to build and maintain a strong company presence. You determine where the biggest opportunities are and navigate the business towards them. You work closely with stakeholder teams (in Marketing, Commercial, Customer Care and Operations functions) to ensure high-quality executions at high consistency through all digital channels. Ultimately, you drive all marketing efforts to achieve our business topline objectives. You report directly to the local CEO, are a member of the DACH Board, and are in direct exchange with our Rohlik Group parent company in Prague and its management.

**What we expect from you**

* You take action to deeply understand customer needs and convert customer insights into strategy, improvements to our proposition (e.g. our superior product offer), and fast actions
* You develop and implement the local marketing strategy to accelerate our business growth across cities, with focus on early stage development of the go-to-market model in new cities
* You shape the customer proposition and create innovative marketing programs and creative campaigns that drive growth, engagement, and retention
* You maintain overarching control of our digital presence and all customer communication channels, ensuring marketing efficiency and brand consistency across channels
* You leverage CRM data to continuously optimise the customer journey with powerful Marketing automation campaigns
* You understand our segment and competition, and provide ideas to stand out amongst them
* You understand sales performance trends and act proactively to achieve our growth goals
* You hire and develop a strong marketing team of top talents with get-things-done mentality
* You provide vision and leadership to the Marketing team and wider organization
* You liaise with Product & Design teams to increase customer satisfaction across touchpoints
* You stay up-to-date with digital technology and AI developments, and are an early adopter

**Whom we look for**

* A practical doer and thought-leader: bring intense hands-on experience with proven results in online marketing, including Growth (paid and organic), Brand Awareness as well as Engagement and Retention through CRM and Marketing Automation
* Passion for better food: A foodie who cares about extraordinary and high quality food, about local and hand-crafted products, in order to live and breathe our proposition in all activities
* Growth hacking mentality: take a startup approach to growing each local customer base exponentially fast via creative activations in the digital, physical and social space that cuts through the noise and sets our superior service apart from the crowd
* Star team developer: seasoned manager who has proven to be able to set up an efficient multi-functional org with smooth interfaces to neighboring teams, and to develop individual talents, thus creating a high-performance team that delivers at scale in a sustainable manner
* Tech & AI-first mindset: Proven record of solving scaling problems (like “nation-wide localized marketing”) via the pioneering application of technology and AI, being both a visionary and a hands-on doer who holds their team accountable to think and apply “tech first”
* Start-up culture fit: a person who thrives working in an innovative, ever-changing, fast-paced environment, who understands the time frame and fluidity of situations at a start-up
* Round skill set: Strong written and verbal communication, excellent analytical and project management skills, fluent in German and English language
* Preferably, solid industry experience in E-commerce, Retail and/or FMCG

**KPI’s typical for the position**

* Number of FTUs (First-time buyers)
* CAC per average FTU
* Onboarding rates, active customer retention rates, frequency and ARPU
* AOV (Average Order Value)
* NPS

**What we offer**

* Exciting job with essential impact on customer experience and company results
* Ability to implement good ideas quickly without long & cumbersome approval processes
* Opportunity to set trends in a space of innovative and meaningful creative work
* Engaging work environment, collaboration with Executive Board and multinational teams
* Outstanding compensation driven by the job significance and impact
* Stock options
* Flexible working arrangement with unlimited holidays
* Location of this role preferably in Munich

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