**Personalisation Product Owner**

Reporting to CRM Tribe Lead

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/)), and now also in Germany ([Knuspr.de](http://knuspr.de/)). By owning its end-to-end operations, including all technology in-house, Rohlik provides a superior customer experience and the freshest food from local farmers and artisans, as well as a broad supermarket selection.

**Department Overview**

We have 3 main objectives in the CRM department. The first one is to excite customers by our product range and hence build the category penetration. This we do via personalization (web and direct offers). The second objective is to develop and retain our customers by excellent lifecycle communication via onboarding, xsell/upsell, retention and winback processes. This is done with the help of proper customer segmentation and contact policy. Last objective is to further improve our margins via effective price & promo policies in place. We do this by building an adaptive strategic pricing model supported by a modular engine (dynamic pricing, mark down and promotion), which will enable the execution of respective local policies in full automation, while generating incremental revenue growth.

**Role Overview**  
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 is 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.

**What we expect from you**

* Setting a vision for personalisation of the customer experience.
* Ability to define, create and implement initiatives and features enabling personalisation
* across the whole customer lifecycle.
* Creating a roadmap, prioritizing tasks and taking responsibility for their implementation.
* Quickly validating hypotheses, getting customer and business feedback and taking iterative
* actions.
* Communication with stakeholders, other departments and country management teams.
* Searching for opportunities and coming up with ideas on how to improve and personalise
* Rohlik’s service and customer experience.

**What we look for**

● 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.

**KPI’s typical for the position**

● Defining and fulfilling assigned Personalisation squad OKRs

(e.g. AOV increase through personalisation).

**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 Key Ingredients**

**Amaze the customer**

We are obsessed with customers and their wants and needs. The customer has always been at the centre of our universe.

**Move quickly**

Better done than perfect is our motto, speed beats perfection almost every time. We have a big mission ahead of us and we need to move fast to succeed.

**Always challenge the status quo**

We love improving. We aim to be the best - 10x better and always way ahead of the market.

**Think big and think like an owner**

We are doing something that has never been done before in the grocery business, and we’re not afraid to be the first company to try new things out.

**Deliver results and have impact**

We focus on results, not on being busy. We always prioritise things that matter most to our customers and our business.

**Be curious and dive deep**

Curiosity makes your mind active instead of passive. Curious people always ask questions and search for answers.

**Keep learning**

We keep learning. Information is power. Change is life and opportunity. We experiment and iterate relentlessly.

**Be radically open and transparent**

We are open and honest to ourselves, to our teammates and to our customers. We are able to accept feedback, even when it’s not pleasant.

**Have fun**

Changing someone’s life for the better is a noble and optimistic mission. It is very important that you have fun doing it.

**Create a great place to work**

Working with people with diverse opinions and backgrounds brings challenging debates and smart solutions. Using more brains leads to faster decision-making