**Marketing Manager**

Reporting to VP of Marketing

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/)), Austria ([Gurkerl.at](http://gurkerl.at/)), and 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 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.

**Job Overview**As a country Marketing Manager, you will localize centrally developed campaigns, maintain social media presence, and execute local activities such as influencer campaigns, events, competitions, or radio campaigns within budget.

**Key Responsibilities**

* **Campaign Localization:** Adapt centrally developed campaigns for the local market.
* **Social Media Management:** Grow and engage the social media community.
* **Local Marketing Activities:** Plan and execute local influencer campaigns, events, competitions, and radio campaigns.
* **Collaboration:** Work with various departments to ensure cohesive marketing efforts.
* **Customer Focus:** Research and respond to local customer preferences and market trends.

**Key Performance Indicators (KPIs):**

* Successful localization and execution of central campaigns (FTUs, MAUs, CAC)
* Social media engagement and growth
* Effectiveness of local marketing activities (e.g., FTUs from local activities, influencer impact on FTUs)

**Direct Subordinate:**

Social Media Manager