



**Drink More Water,
drop in & take off.**

Be part of a success story.



Teamlead CRM and Marketing Automation (m/f/d)

Drop in!

All the great people here at waterdrop® (www.waterdrop.com) have been shaking up the beverage market with our innovative microdrinks that help people to drink more water in a fun, healthy and more sustainable way. We're proud of the fact that we save tons of plastic bottles, carbon emissions and sugar content. After our rapid growth to +500,000 happy online customers, +18 stores, services in 4,000+ markets, many loyal corporate customers, 2 production facilities and 4 warehouses. **Now we need YOU to join us to conquer more markets!**

If you want to be part of our journey and success story, we have the right challenge for you! We are an international, highly dynamic team who always have a good reason to drink (!).

Your responsibilities at waterdrop®:

- As a Teamlead CRM and Marketing Automation (m/f/d) you actively lead and drive our CRM strategy & activities to improve customer retention, the customer lifetime value and ensure to achieve our ambitious revenue and profitability targets
- You lead and support the CRM team, as well as work hands-on to execute activities across all channels (incl. email, web push, app, SMS/WhatsApp, and others)
- Apart from revenue and profitability targets, you focus on delivering customers a superb experience throughout the customer journey
- You love copy as much as we do, and understand how to combine our tone of voice and look & feel with performance
- You are responsible to drive meaningful long-term customer loyalty and constantly improve our loyalty program and efforts, as well as boost acquisition through referrals

- Your excitement for data will also empower you to lead the charge on testing, to constantly optimize results, and to use personalization to be most relevant to customers
- You expand and optimize our owned media channels beyond email to ensure to reach our customers, and work on monitoring and optimizing email deliverability (“inboxing”)
- You continue to grow the CRM team by helping to manage and prioritize new demands, attracting and retaining strong talent, and developing strong cross-functional relationships across the team

Strengths & required qualifications:

- You have 3+ years of relevant experience in CRM as well as a minimum of 2 years of experience in a leadership role, preferably in a D2C or fast-paced, customer-centric and results oriented environment
- You have gathered practical experience on how to best collect and use data & segmentation, incl. extensive experience in customer profiling and personalization
- You are both analytical as well as have a good feeling for tone of voice and look & feel and know how to combine data with a creative look
- Experience in HTML/CSS and email deliverability are a plus
- You have the ability to lead a high performing team in a fast-paced, agile environment, encourage a supportive, collaborative culture and develop new talents

What we offer you:

- A high level of responsibility from day one in one of Europe’s most successful e-commerce companies
- A high learning curve and attractive career opportunities
- A very positive atmosphere, flat hierarchies, flexible working times and respectful interaction is what we all enjoy here at waterdrop®
- A modern and well-equipped office in the heart of Vienna, fresh fruits, supporting your fitness club membership, regular team lunches and breakfasts, not to mention legendary team events like summer and Christmas parties!

Wanna drop in? Send us your application documents in English or German through the application button.



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Additional information

Location

Vienna

Position type

Full-time employee

Start of work

As of now

Responsible

Sandra Werber