

WE NEED YOU



SENIOR CRM MANAGER (M/F/X)

[APPLY NOW](#)

LIFE IS TOO
SHORT TO
SPEND IT AT
THE WRONG
COMPANY.

Join us
in VIENNA or
BERLIN.

With over 4.4 million reviews across 960,000 companies, kununu has become Europe's leading review platform for workplace insights.

We believe that every person - whether actively searching for a job or simply interested in improving their work-life - should be able to give and get accurate, honest insights into companies and roles before walking in on day one.

We believe in empowering people to choose the right place to work. We believe in workplace insights that matter and create a better work-life for all.

You have the opportunity of taking up a meaningful challenge with real impact for our users by defining and implementing our future CRM strategy. Loads of opportunities to bring in your own data based ideas in a purpose-driven organization await you!

What about Hiring at kununu in Corona times? We are hiring! Corona did not stop us from hiring and onboarding great talent to kununu. We've switched into a remote working & hiring setup for the time being, and we are driving forward our business with full steam.

A MEANINGFUL TASK

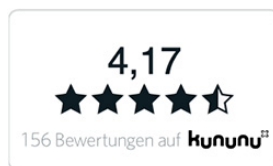
- Our purpose is damn strong: **Empowerment**. That's what it's all about. We help people choose the right place to work and create a better workplace for all.
- By helping us to establish a close and personal relationship with our users through **building and developing our B2C CRM strategy** and driving its **implementation**, you directly contribute to this purpose.
- You are responsible for **building and scaling** a highly automated, yet personalized **multi-channel CRM solution (Braze)** together with our product and tech team.
- As part of our Marketing team, you will **optimise our customer lifecycle and user journey** based on a **data-driven approach**: From first ideas to implementation, you'll make sure that our users receive the **proper content at the right time on the right channel**.
- You **define user journeys** across all segments and develop and test automated, personalized, trigger-based campaigns and messaging.
- You will oversee the **CRM requirements-gathering** process as well as the optimization of reportings across all business stakeholders and **coordinate** across several teams.
- You will **drive and manage the tool implementation process** in alignment with our product and tech team.
- You **test new channels** including messenger and app push.

A CONVINCING BACKGROUND

- You have **4+ years of experience** in **executing CRM strategies** as well as in **implementing a new CRM system** and you possess a significant track record in successfully **bringing your ideas to life**.
- You have a **finished Master degree**, e.g. in Online Marketing, CRM, statistics or a related field.
- You stand out for your **experience in acting as a link between different departments** as well as for **having a holistic view** in order to properly and transparently **structure projects**.
- You bring in **strong expertise and knowledge on customer insights and analytics** out of your experience with **digital products**, ideally for online marketplaces or platforms.
- You know your way around in **data analytics** and you are a proficient user of relevant **tools** like Google Analytics or Tableau.
- Besides your analytical know-how, you also stand out with your **creative and conceptual skills** in the CRM field.
- Your **ability to prioritize** and your **structured & strategic working approach** enable you to prosper in a fast paced and results-oriented environment.
- You love to work with **people from different teams and backgrounds** and stand out for your **hands-on mentality**.
- Your profile is topped off with **fluent English skills**. German is a plus.

A RIGHT PLACE TO WORK

- We believe that **life is too short to spend it at the wrong company**. We believe in empowering people to choose the right place to work. We believe in **workplace insights that matter** and creating a **better work-life for all**.
- **We are hungry to grow**: Challenging tasks within a **highly passionate and international crew** await you when it comes to strengthening our position as market leader in the DACH region and extending our footprint even further.
- With us, you work directly in the city centre in a state of the art, **data & technology-driven working environment**. You can organize your working hours flexibly with the opportunity to also work remotely - for the time being, we have switched into a **fully remote working setup**.
- **Our open and appreciative corporate culture** is not just an empty phrase, but is lived with passion. You will face inspiring interactions with your colleagues as well as **plenty of opportunities to bring in your own ideas**. Want to bring your dog to the office? No problem.
- We offer you the opportunity to **have real impact with your work** and to take the **relationship between kununu and its users** to a new level.
- In order for you to grow personally, we offer you a **variety of international training options** including conference passes, continuous personal feedback and frequent exchange within the New Work SE universe.



SOUNDS GOOD?
BE BOLD.

APPLY NOW

kununu

Welcome to kununu – workplace insights that matter [...]



Später ansehen



Teilen

