

CRM Marketing Specialist

For the further development of our several online shops, we are looking for an experienced CRM Manager to lead the customer loyalty process. In this role, you will be responsible for segmenting customers, building customer journey, and operating the CRM toolset to grow customer lifetime value.

What will you be doing?

- Creating a yearly CRM Strategy + plan and implement this strategy.
- Create and implement multi-channel campaigns (currently only by newsletter).
- Operate and improve customer segmentation and related KPI reporting.
- Create personas based on market research and implement personas in daily operations.
- Set-up and operate an email-automation toolset.
- Monthly check and reporting of new trends, tools, and competitive actions.
- Campaign Management: plan, design, and coordinate the implementation of campaign campaigns for every channel.

What do we ask of you?

- At least 3-5 years of experience in CRM or similar role, preferably in FMCG or apparel industry with e-commerce exposure,
- Strong feeling for customer needs and business acumen,
- Data-savvy and process driven,
- Excellent communication and collaboration skills,
- Independent, hands-on working style,
- Dutch on native level and fluent in English, additional French or German is a plus.

What do you get from us?

- A motivated and ambitious team in a learning environment
- International, young, and dynamic people
- Regular team events
- Possibility to challenge yourself and evolve
- Hybrid work
- Participation in a pension plan
- Travel reimbursement of 0,21EUR/km

You're excited about this job, now what?

If you recognize yourself in this position and are up for the challenge, we would like to invite you to contact us, send us your resume and let's have a chat!

Who are we?

JUMA International B.V. is a dynamic, healthy B2B e-commerce company for professional kitchen equipment and merchandise. Founded in 2013 in Wormerveer/NL, we are the market leader in the Netherlands and expanding into France and Germany We are proud to have secured the Takkt AG Group as an investor (2019), hence we offer you a great environment to grow and develop your professional career.

Job Type: Full-time

Salary: €2.500,00 - €3.500,00 per month

Work Location: Hybrid remote in 1521 RR Wormerveer