



#VACANCY

E-COMMERCE

MARKETING



Head of Growth

In eight years' time, HelloFresh has become a global leader in the delivery of meal kits to consumers at home. The company seeks to continue scaling fast.

The Head of Growth is expected to bring in new ideas and to optimize the marketing mix in order to realize ambitious growth in the Benelux. This is a great opportunity for an analytical thinker with an affinity for both online and offline, who is not afraid to get dirty hands.



About HelloFresh

HelloFresh is a leading global meal kit provider that is disrupting the food supply chain and the food tech industry. The company supplies fresh, locally sourced ingredients and tasty recipes for home-cooked meals directly to consumers at home.

Founded in 2011, HelloFresh has seen tremendous growth over the past years and currently operates in 11 markets with over 5000 employees. In Q1 2019, the company delivered 66 million meals to 2.5 million active customers worldwide. The business is based on a subscription model. At the core of its success is the extensive data-driven technology platform, used to leverage subscriber touchpoints, to manage supply chains and to optimize the customer experience and economics.

HelloFresh's top priority is further scaling the business, and fast. The Benelux team is diverse and very international across all levels of seniority, with Dutch and French as important business languages. People are young and motivated; they like to work hard and to have fun.

ABOUT THE ROLE

Head of Growth

The Head of Growth reports to the CMO Benelux, together with the Head of Brand and Head of Retention. The Head of Growth is responsible for performance marketing, partnerships and new business in the Benelux and leads the online team, field marketing team, and referrals & print team, consisting of 15-20 people combined. The goal for the Head of Growth is to substantially grow the active customer base.

Managing the marketing channels, from beginning to end, is part of the responsibilities of the Head of Growth. This includes strategy, planning, execution, budgeting, analysis and optimization for both offline channels and online channels, the latter in cooperation with channel experts in Berlin. **The primary objective is to optimize and diversify the marketing mix:**

- **ONLINE LOCAL:** affiliates, blogger outreach, influencers.
- **ONLINE, TOGETHER WITH GLOBAL TEAMS:** paid social, SEM-performance / SEM-brand, display, performance content (SEO, native, video)
- **OFFLINE:** direct sales, direct mail, daily deals, gift cards & flyers, offline leads, partnerships & new business.





“Negotiating with partners happens offline; here you need to be like a natural-born hustler that enjoys the game”

LYDI BOERS – SIEBERS,
Chief Marketing Officer Benelux

The Head of Growth plays a key role in measuring and tracking business performance, analyzing insights and developing data-driven strategies for marketing effectiveness improvement, ROI optimization and further customer understanding. The Head of Growth will develop business cases to support those strategies and at HelloFresh, when the business case is attractive, the budget is available. Subsequently translating strategies into results requires a hands-on approach from the Head of Growth, working closely with the teams and negotiating with suppliers, assuring their performance.

Overall, the Head of Growth is expected to have an all-round profile and to bring original ideas and best-practices from previous work environments.

Candidate profile

EXPERIENCE

- University degree in business, marketing
- 8 years of e-commerce experience with a focus on acquisition
- Experience in managing a (international) team
- Offline/field marketing experience
- Familiar with experiments and testing

SKILLS

- Pragmatic, common sense
- Analytically, quantitatively strong with data-driven mentality
- Fluent in Dutch and English; French preferred
- Out-of-the-box thinker
- Strong stakeholder management
- Proactive, getting-it-done mindset



Amsterdam



Contact

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