



#VACATURE

CreativeGroup

ONLINE MARKETING

SCALE-UP

Director Customer Lifetime Management

Creative Group ensures that people all over the world can easily and securely purchase, send and exchange digital credit. The scale-up has grown enormously in recent years and currently has almost one million active users. The Director Customer Lifetime Management is responsible for Rapido, which sells prepaid e-vouchers for big and well-known names such as Apple, Google, PlayStation and Netflix. He/she improves – with smart, personalized and automated marketing – the engagement and retention in order to increase the customer lifetime value within Rapido. A very broad role in an extremely dynamic and entrepreneurial environment, in which he/she is given the freedom to build something up and to develop himself/herself at a very fast pace.

About Creative Group

Creative Group develops the latest technologies for digital credit exchange and makes them available to consumers through leading international brands. The company's two brands are Recharge and Rapido. Recharge focuses on expatriates and immigrants and enables them to quickly top up credits such as call credit, for themselves or for their families.

Rapido is the largest online store for prepaid e-voucher in the world. The platform distinguishes itself by a wide range that includes call credit, prepaid payment cards, entertainment and gaming. Rapido allows you to take full advantage of digital services such as Google Play and PlayStation Store without having to worry about your privacy, the security of your payment details or your budget. Rapido is the reliable sales partner for big names »

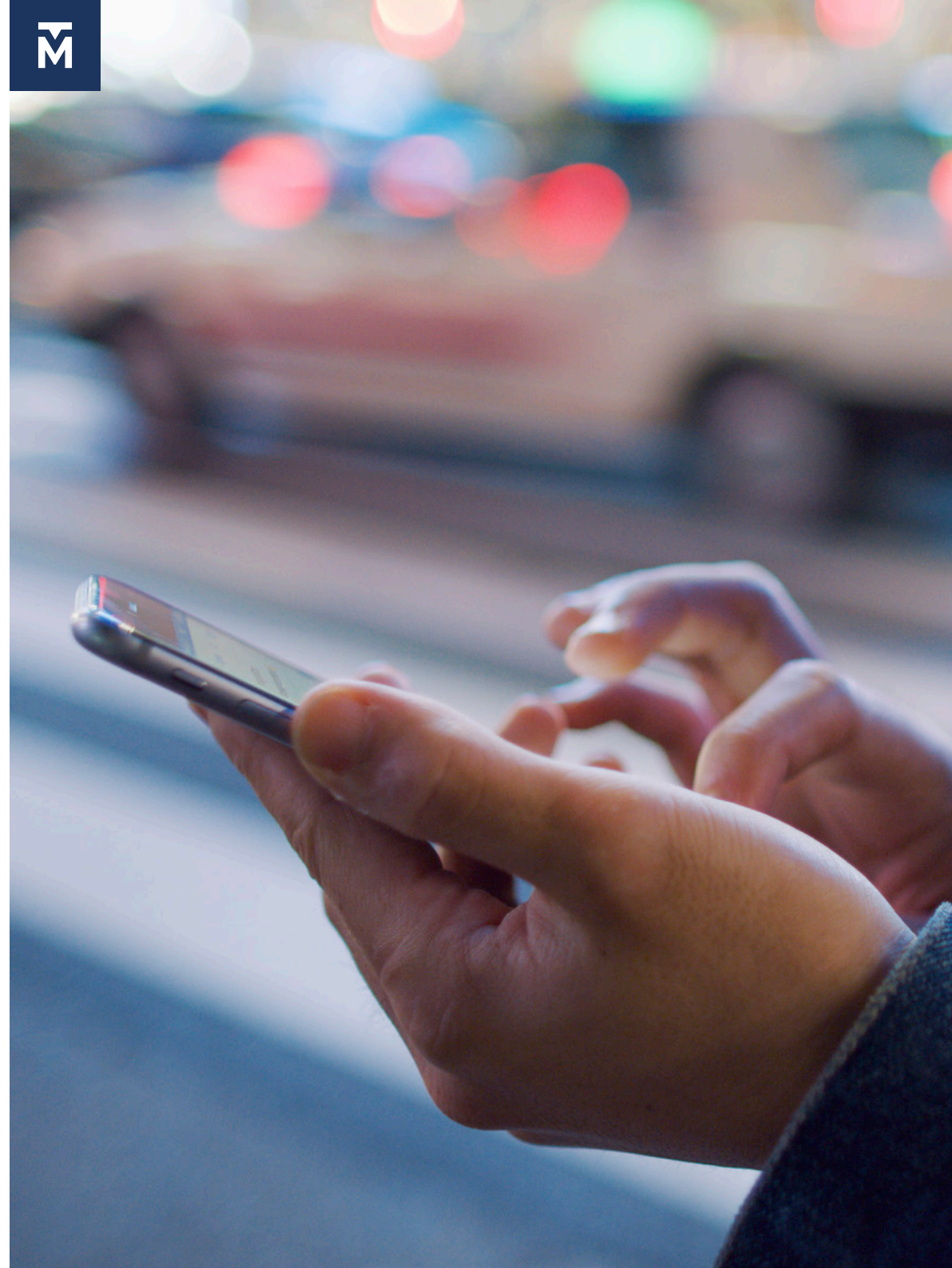


“We are deeply impressed by what Creative Group has achieved so far and are convinced that they will continue to grow significantly in the coming years. They operate in a relatively new and fast-growing market. This offers tremendous opportunities.”

PIETER WELTEN, PARTNER AT PRIME VENTURES

like Apple, Google, Netflix, Spotify, Xbox, Nintendo, Vodafone and T-Mobile.

Creative Group is growing incredibly fast. The scale-up now processes millions of online transactions, serves customers in 130 different countries and has 110 employees. Recently, Prime Ventures – a leading European tech investor – invested 22 million to accelerate its global rollout, strengthen its team and invest in the platform. ■



ABOUT THE VACANCY

Director Customer Lifetime Management

In recent years Rapido has focused mainly on acquisition. This focus has resulted in an enormous user base. It is up to the Director Customer Lifetime Management to take the next step: getting maximum value out of existing customers through engagement and retention. He/she has a team of three FTUs at his/her disposal: an e-mail specialist, a CRM specialist and a campaign manager. The Director Customer Lifetime Management leads, coaches and helps the team members and further develops the team.

The Director Customer Lifetime Management is responsible for the development and implementation of the CRM strategy for the various Rapido labels. In mature markets Rapido operates under its original brand names: beltegoed.nl, guthaben.de, herladen.com, recharge.fr and mobiletopup.co.uk. In new markets such as Denmark, Italy, Spain and Portugal, the company works under rapido.com. The Director Customer Lifetime Management sets out the strategic vision for all these brands and is also actively involved in their implementation. »

The most important task for the Director Customer Lifetime Management is to increase the customer lifetime value. To this end, he or she develops, with the help of customer data and marketing automation platforms, sharp customer segmentation and communication. This is threefold: special treatments via e-mail, a personalized product range on-site and automated campaigns. To achieve this, the Director Customer Lifetime Management relies on his/her strategic, analytical and creative capabilities. He/she also uses the expertise of colleagues in other teams, such as Performance Marketing, Brand & Content, Marketing Automation and Business Intelligence.

Director Customer Lifetime Management at Creative Group is not a standard corporate job: not much is set in stone. The foundation for CRM is in place, but the Director Customer Lifetime Management is given complete freedom to then direct it. This offers great opportunities – both in the role and in the next steps – for someone who feels at home in a real start-up environment. ■

Candidate profile



Amsterdam

- 10+ years of relevant work experience in CRM, in an online and B2C context
- Experience in building and managing teams
- Experience in a start-up or scale-up
- Experience with CRM/email tools and CDP/DMP tools
- Fluent in English (both spoken and written)



“At Creative Group we work in an extremely dynamic environment. What was new yesterday will become obsolete tomorrow. The Director Customer Lifetime Management shows leadership in that challenging context, they always ask themselves: what’s next?”

JEROEN SIEGERINK, MARKETING DIRECTOR RAPIDO





Contact

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