

#VACANCY

BEAT
Where next?

ONLINE MARKETING

OPERATIONS

SCALE-UP

CRM Manager

Beat, Latin America's fastest-growing ride-hailing service, is conquering city after city in a highly competitive marketplace. It relies on a stellar European-based engineering team, and their expanding Amsterdam hub requires a CRM Manager. This is a great opportunity to lead CRM at a fast-moving startup, managing people and projects while growing with the company.

About Beat

Beat is one of the most exciting companies in the ride-hailing space. One city at a time, this ambitious startup is making transportation affordable, convenient and safe for everyone. Meanwhile, it helps hundreds of thousands of people earn additional income as drivers.

Part of the prestigious Daimler Group, Beat currently operates in Greece, Peru, Chile, Colombia, Mexico, and Argentina. And this is just the beginning. Over the next six months, the company plans to scale from 12 cities across six markets to as many as 50+ cities in six to eight countries.

A highly agile company, Beat learns fast and applies lessons immediately. It aggressively goes after its goals without repeating competitors' mistakes. The brilliant brains at the Amsterdam Engineering Hub are working to change how cities move. The Growth team is expanding fast as this hypergrowth startup takes on new challenges.

ABOUT THE VACANCY

CRM Manager

CRM plays a role in every aspect of Beat's business, from operations to driver centers and CX. The right candidate will be excited by the challenge of expanding to 50+ cities. How can Beat manage local differences and specifics while maintaining quality standards? The CRM organization will help the company scale in a deliberate way.

The CRM Manager will lead Beat's CRM efforts while building and managing a team of associates and specialists. They'll manage every user's experience at each stage of the life cycle, from download through to churn. They'll retain and build relationships with users via email, SMS, push notifications and in-app messaging. Rigorous measurement and testing will guide the introduction of the right incentives for passengers and drivers at the right times.

The CRM Manager will work across business leaders and teams, including BI, Digital Media, Promotions and Incentives, to foster CRM's impact and growth. They'll oversee the implementation of industry-leading integrations and partnerships to support CRM.

The ideal candidate will be a data-driven personality willing to take calculated risks. They'll stay on top of innovations in the field. They'll take a hands-on, concrete approach. A skilled communicator who thrives on collaboration, they'll be able to clearly explain and discuss the work they do.



A flair for people management and a record of cultivating and retaining top talent are also key elements. The ideal candidate will be a CRM veteran who's become an excellent team-builder and enjoys managing people and projects in a CRM context.

This is a great opportunity for a CRM expert to make an impact at an ambitious, fast-growing startup.

MORE REASONS TO JOIN BEAT

- **Competitive salary package**
- **Flexible working hours**
- **Top-of-the-line tools and equipment**
- **A great place to grow while working with the industry's most talented people**



Candidate profile

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| ■ Previous experience managing a team | marketing best practices, requirements and creative processes |
| ■ 3+ years of experience with CRM or marketing/growth analytics | ■ Experience with A/B testing |
| ■ Experience with CRM strategy and tools, particularly for mobile apps | ■ Experience in analyzing campaigns on engagement and developing cohesive data-based conclusions |
| ■ Strong familiarity with and passion for CRM and marketing | ■ An entrepreneurial spirit and an eagerness to seize opportunities to make an impact |
| ■ Strong familiarity with email | |



Interesse?



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