



## REQUIREMENTS

- Minimum 5 years of experience in Loyalty, Marketing and/or CRM
- Strong analytical skills with regards to customer & campaigns data
- Strong stakeholder management and communication skills
- Experience in both large corporate and start-up environment is preferred
- Knowledge of GA 360, Excel, SQL is preferred
- Fluent in English; Dutch or German is preferred

Amsterdam Minimum of 5 years' experience

VACANCY

# Loyalty Platform Marketeer



Few industries have grown as explosively as the food delivery industry. At Just Eat Takeaway.com, they know exactly how to capitalize on that. This European market leader is growing faster than ever before, and therefore expanding its marketing scope. This is an excellent opportunity for an analytical yet hands-on loyalty professional to internationally scale up Just Eat Takeaway.com's loyalty program and platform.





# Just Eat Takeaway.com

Just Eat Takeaway was founded in the Netherlands twenty years ago. Over the last two decades, a lot has changed. What started as a food delivery marketplace became an international, listed company. The merger with Just Eat and the acquisition of Grubhub largely contributed to this development. Simply put, Just Eat Takeaway cannot be ignored in the modern world. After all, millions of food-lovers from Amsterdam to Auckland order food using Just Eat Takeaway.

While the company operates in almost 25 countries on five different continents, the Dutch roots remain prominent. The corporate culture is best described as down-to-earth yet ambitious. The goal for the upcoming years is an explosive growth of the number of orders. World-class marketing is a vital part of this growth and the company's expert teams provide all the ingredients for success.

In 2016, Just Eat Takeaway launched the Loyalty Shop with an MVP set-up to enable the Retention team to test and learn more about customer behavior. Using those insights, it launched the improved Points Program and continues to expand its offers, scope and



functionality. In order to do so successfully, Just Eat Takeaway is building up a dedicated Loyalty team, which currently has 4 members.

This is a great time to join the team because it is the beginning of the journey. The loyalty program is currently available in The Netherlands, Belgium, Germany, Austria, Poland, and France with a solid new platform, which the team can now further scale upon. Features development is just starting, and there's plenty of opportunities when it comes to new users of the program. The ambitions are to build the right functionalities, increase penetration and to further expand the program into more markets.





## Loyalty Platform Marketeer

The Loyalty Platform Marketeer plays a key part in the strategy and execution of the company's loyalty program working across all markets, and optimizing and executing the strategy on a daily basis.

This will involve managing several projects at the same time, handling everything from customer engagement campaigns to launching operations in new markets and rolling out improved features.

It also requires strong analytical skills when analyzing consumer data and campaigns to enhance customer understanding, assessing business impact, and testing new features. Here, the Loyalty Platform Marketeer works closely with the development agency and IT & Product stakeholders to provide feedback on functionalities and bugs. Responsibilities also include reporting and tracking KPIs and optimizing the strategy and execution based on these KPIs.

This role has a strong focus on the program and platform development. For this, coordination with internal stakeholders is key. When certain new functionalities are identified for development, the Loyalty Platform Marketeer determines how this is best executed and is subsequently responsible for this in cooperation with other teams.

This is an excellent position for an analytical, hands-on Loyalty professional with relevant product experience to join a world leader in food delivery and internationally scale the loyalty program. ■

**Interested?** Just Eat Takeaway.com is working with Top of Minds to fill this vacancy. To express your interest, contact Florentine van de Loo at [florentine.vandeloo@topofminds.com](mailto:florentine.vandeloo@topofminds.com)



**“User experience is essential; our team works a bit like a start-up within Just Eat Takeaway so we test and measure everything!”**

Veronika Kartovenko