

#VACANCY

MARKETING

CreativeGroup

BRAND LEAD RAPIDO

Creative Group makes purchasing and exchanging digital value simple, fast and safe. With its brands Recharge and Rapido, the scale-up is set out to impact the lives of millions.

The Brand Lead Rapido is a creative and strategic driving force behind these ambitions. Armed with a top class team (e.g. translators, copywriters, designers and external agencies) and the most appealing partners possible (e.g. Spotify, Netflix and PlayStation), he/she creates a world leading brand.



ABOUT CREATIVE GROUP

Creative Group was founded in Holland in 2004. In the last five years the company has shown incredible growth by entering new markets, launching new services and tapping into new online customer segments. By now, Creative Group employs 80 people, processes millions of online transactions and operates in over 130 countries.

The scale-up offers its products and services under two main brands: Rapido and Recharge. Recharge is a platform that allows expats and immigrants to send value to their loved ones back home. Traditionally, they needed to go through expensive agencies like Western Union where it can take days for funds to reach their destination. Via Recharge people can send digital value (call credit, utilities, etc.) safely and cheaply all over the world in the blink of an eye.

RAPIDO: #1 ONLINE TOP-UP STORE IN THE WORLD

Rapido is the biggest online top-up store with the largest assortment of e-vouchers and digital prepaid value. The company is a trusted partner for Apple, Google, PlayStation, Xbox, Netflix, Vodafone and many others, and is still adding new services every month.

The worldwide market for prepaid digital value is growing fast, because of its benefits in terms of, for example, budget control and privacy. Rapido is quickly becoming the go-to platform for consumers looking for e.g. PlayStation store credit. The credit is delivered instantly and with the best customer experience.

#VACANCY

BRAND LEAD RAPIDO

Rapido aspires to be the internationally renowned brand for digital prepaid value. The Brand Lead Rapido is the creative and strategic mastermind who builds a globally trusted brand with highly localized content. He/she gains the trust of consumers and improves conversion by establishing a brand that delivers on its promise: fast, reliable, safe and convenient.

The Brand Lead is part of the Brand, Copy and Design Team led by Jeroen Siegerinks. He/she works with an international team of internal and external copywriters, designers, SEO specialists, translators, brand agencies and UX agencies to ensure an engaging, trustworthy and consistent tone of voice for all Rapido channels and platforms.

RAPIDO THROUGHOUT

One of the main challenges for the Brand Lead is to oversee the current redesign and rebranding efforts. In its mature markets Rapido operates under different labels – beltegoed.nl, recharge.fr, guthaben.de, mobiletopup.co.uk – and these should all be brought under the trusted Rapido brand. At the same time the Rapido brand will be introduced in 10 to 15 new markets (countries) in 2019. Both mature

“I want the Brand Lead to tell me where to take our brand. I’m looking for someone with the operational skills to secure the right tone of voice for all our commercial outings, and someone that can challenge me strategically. The new Brand Lead will get full freedom to create a truly global brand. Together we’ll build something the world has never seen.”

JEROEN SIEGERINK,
DIRECTOR RAPIDO

and new markets involve creating top quality customer journeys with consistent brand design while giving room to localization and getting customers engaged.

LIVING AND BREATHING RAPIDO

The role of Brand Lead is to be the internal and external brand ambassador. Whether it's about copy or design and whether it's about websites, promotional campaigns, customer care or blog posts, the Brand Lead makes sure everything oozes the tone of voice and brand values of Rapido that customers associate with a trusted place to buy digital prepaid value.

The Brand Lead uses his/her creativity and strategic insight to further develop the brand. For example, he/she finds ways to engage influencers that strengthen the brand through endorsements and he/she makes sure the brand stays appealing to all customer segments while also attracting new target groups.



AMSTERDAM

EXPERIENCE

- 7+ years of working experience
- Strong brand building track record
- Experience in e-commerce/digital





CONTACT



SUZANNE GOEDHART-LIMMEN

Senior Consultant Top of Minds Digital Executives

suzanne@topofminds.com