



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 Campaign & Partnerships Manager



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 a highly analytical loyalty marketer that is excited to internationally build partnerships and campaigns to scale up Just Eat Takeaway.com's loyalty program.

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 Campaign & Partnerships Manager

The Loyalty Campaign & Partnerships Manager plays a key part in the strategy and execution of the company's loyalty program working across all markets – from offer sourcing to campaigning and from stakeholder management to optimizing the strategy.

Building strategy around and expanding partnerships is a key responsibility for the Loyalty Campaign & Partnerships Manager. This happens in close cooperation with other global and local teams within Marketing. Some of the previous partnerships include local and international brands like McDonalds, HEMA, Coolblue and Booking.com. While international brands offer efficient scaling opportunities for the Loyalty team, local brands provide added value to customers in local markets. This responsibility will also involve working with external partnership sourcing companies.

The Loyalty Campaign & Partnerships Manager will also closely



coordinate with CRM and other teams such as Social, Display & the inhouse creative agency to assure that loyalty is a priority. Good understanding of CRM and other marketing channels is therefore key. The Loyalty Campaign & Partnerships Manager is responsible for making sure that campaigns are implemented correctly, and that results are analyzed and required functionalities on the platform identified accordingly.

The end goal is to understand and subsequently stir customer behavior in such a way that order frequency is stimulated, and churn is reduced. While goals are clear, the scope of the role is not set in stone. An entrepreneurial and hands-on attitude is therefore essential. At the same time, the Loyalty Campaign & Partnerships Manager is highly analytical, constantly measuring consumer data and campaigns performance (supported by Customer Intelligence), helping build business cases for new functionalities, and managing the Loyalty Program budget.

This is an excellent position for an experienced Loyalty professional who is both analytical and pragmatic 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 Lidewij Kusters at lidewij.kusters@topofminds.com



“You have many, diverse activities to manage, so you need to have a self-starting attitude!”

Veronika Kartovenko