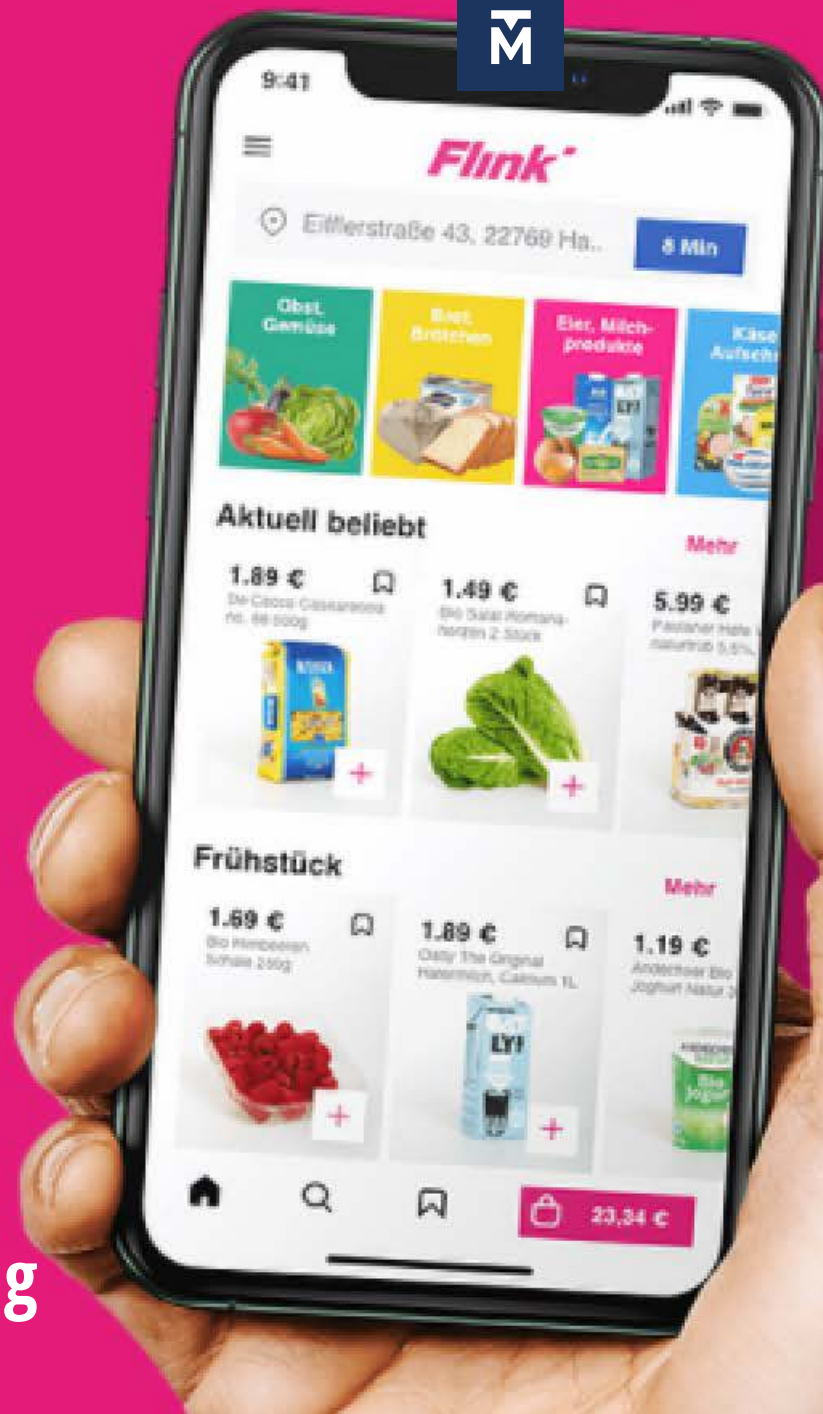




Flink



VACATURE

Head of Marketing

REQUIREMENTS

- 4+ years work experience in a start-up/scale up environment
- Digital Marketing
- Strategic
- Analytical
- Data-driven
- Fluent in Dutch and English



Flink is one of Europe's fastest-growing start-ups. The Berlin-founded grocery delivery service distributes groceries within 10 minutes at supermarket prices. The Head of Marketing leads the Benelux marketing team and drives creative, data-driven marketing campaigns across all channels.

Flink

Those Sunday mornings in bed where you are craving an omelet and fresh juice, which unfortunately both are nowhere to be found in the fridge. Instead of the 'hassle' of having to go to the nearby (or not so nearby) supermarket, you simply open your Flink app and order eggs and orange juice – for supermarket prices, including a small delivery fee. Ten minutes later the doorbell rings. Time to get out of bed: your delivery has arrived!

This scenario would have been completely unthinkable a few years ago. Amongst other things, technology and the COVID-19 pandemic led to a spike in the emergence of the on-demand grocery delivery industry. Multiple startups rose to the challenge and started operating their delivery services. One of them is Flink, founded in December 2020 by three German entrepreneurs. These past few months the Berlin-based start-up has launched more than 50 delivery hubs in 18 cities, reaching more than three million customers directly. The company recently raised \$240 million Series A financing and is thereby on track to become the fastest Unicorn in Europe. Funds are used to fuel roll-out efforts throughout the Benelux region, Germany and France. An extraordinary achievement considering the company only launched six months ago.



ABOUT

Flink

Quick, quicker, quickest

Flink means 'quick' in German. That moniker doesn't only apply to the ten-minute time slot the company claims to deliver upon, but also to the impressive pace at which the start-up is rolling out new fulfillment hubs: a new one is opening up every two days. From these hubs, Flink delivers a selection of >2,000 high-quality products to consumer's homes as soon - 'flink' - and as sustainable as possible: on electric bikes and using packaging that can be recycled.

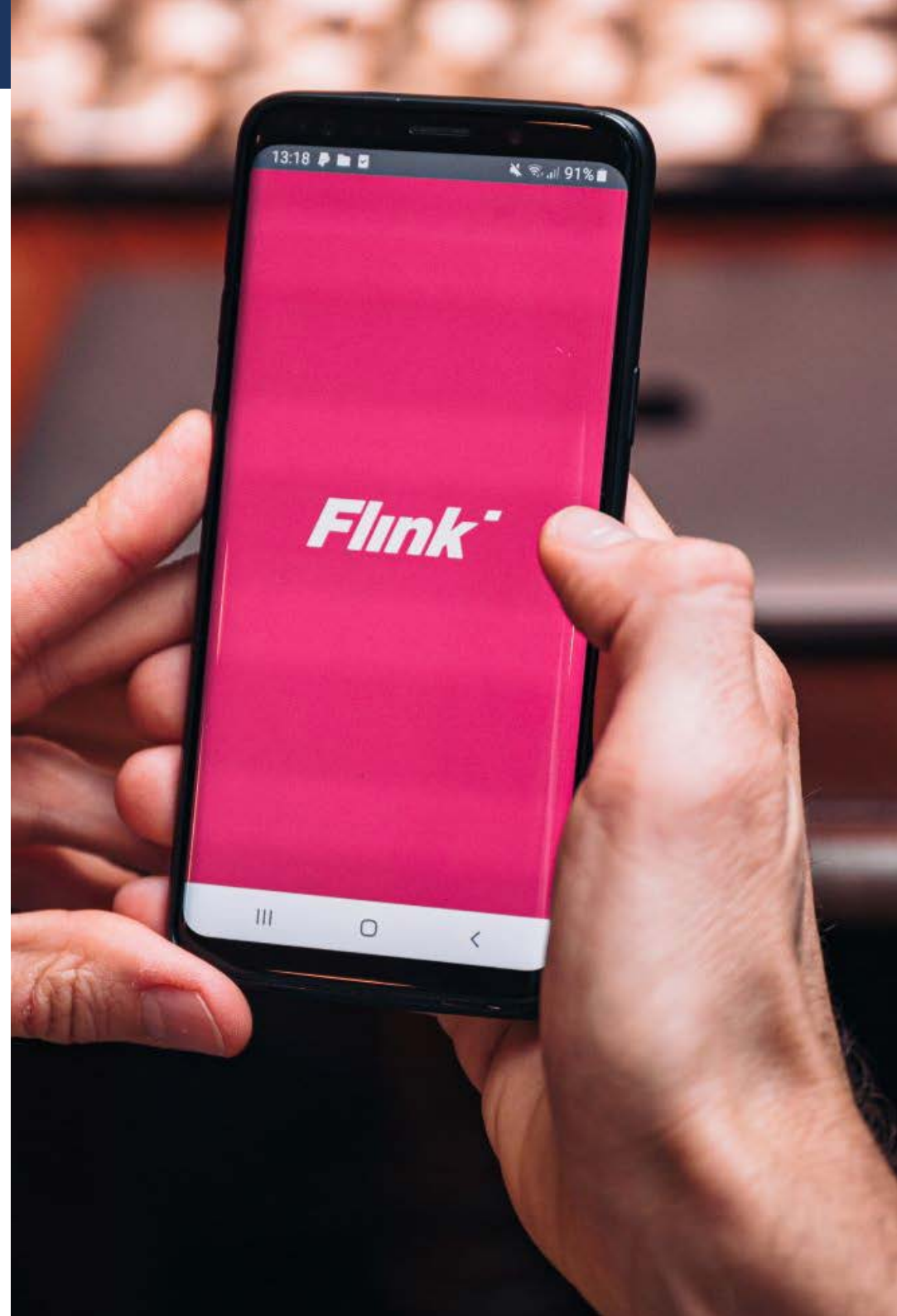
At present, Flink launched eight hubs in the Netherlands: in Amsterdam, Tilburg, The Hague, Haarlem, Utrecht, and in Delft - and counting. Working from the office in Amsterdam, the Head of Marketing will join a young and driven team and facilitate the ambitious growth plans Flink has set out to realize.

VACANCY

Head of Marketing

In a start-up that is growing as rapidly as Flink, every marketing campaign should be spot on. A challenging responsibility for the Head of Marketing who, as head of the marketing team, drives creative, data-driven marketing campaigns across all channels that they constantly analyze, reiterate and optimize. The Head of Marketing develops and carries out the campaign from ideation to execution, and actively investigates and identifies opportunities to optimize the channel mix, CPA and budget.

This requires drilling into data and translating them to actionable insights, looking for new growth opportunities that the Head of Marketing pushes through with local and global marketing teams.



VACANCY

In doing so, they play a crucial role in further defining and shaping the company's marketing strategy and, thus, future growth and success. Building win-win partnerships with digital companies and local champions alike are also part of the Head of Marketing's responsibility.

The role is a hugely exciting opportunity for an ambitious team player who is eager to join one of the fastest-growing, best-funded European startups. Flink's company culture can best be described as international, dynamic, transparent, and with flat hierarchies.

Interested?

Flink is working with Top of Minds to fill this vacancy. To express your interest, please contact Vivian Linker at vivian.linker@topofminds.com.

