



VACANCY

# Loyalty Platform Marketeer

## Requirements

- Over 5 years of experience
- In Marketing
- Product or Loyalty
- Analytical skills with regards to customer & campaigns data
- Stakeholder management
- Communication skills
- Fluent in English

 Amsterdam  Minimum of 5 years experience





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 expanding its marketing scope. This is an excellent opportunity for an analytical yet hands-on loyalty professional to scale-up Just Eat Takeaway.com's loyalty program and platform internationally.







## ABOUT THE COMPANY

# 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 twenty-five countries on five continents, the Dutch roots remain prominent. As a result, the corporate culture is best described as down-to-earth yet ambitious. The goal for the upcoming years is explosive growth in 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. To do so successfully, Just Eat Takeaway is building up a dedicated Loyalty team (which currently has six members).





Now is a great time to join the team because it is the beginning of the journey. The loyalty program is currently available in ten countries with a solid new platform. Features development is just starting, and there are plenty of opportunities for new users of the program. The ambitions are to build the right functionalities, increase penetration, and expand the program into more markets.







VACANCY

## 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 simultaneously, 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. For example, when certain new functionalities are identified for development, the Loyalty Platform Marketeer determines how to execute this and is subsequently responsible for the execution in cooperation with other teams.

This vacancy 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. ■



**“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

**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).

