

Vacancy at Postcode Lottery Group

Group CRM Lead



TOP OF MINDS
Executive Search



Requirements

- Over 10 years of experience
- Including at least 5 years in a (functional) leadership or coordinating position
- In data-driven marketing or CRM roles
- Deep knowledge of marketing automation and digital engagement strategies
- Background in an international, consumer-facing organization
- Comfortable navigating a constantly evolving environment
- Strong stakeholder manager
- Willing to travel regularly

 **Amsterdam**

Postcode Lottery Group brings together charity lotteries across five European countries under a shared mission. In this dynamic context, the Group CRM Lead steers a coordinated approach to CRM, enabling markets to leverage collective insights and expertise. This is an exciting moment to step in and make a tangible impact across all markets.

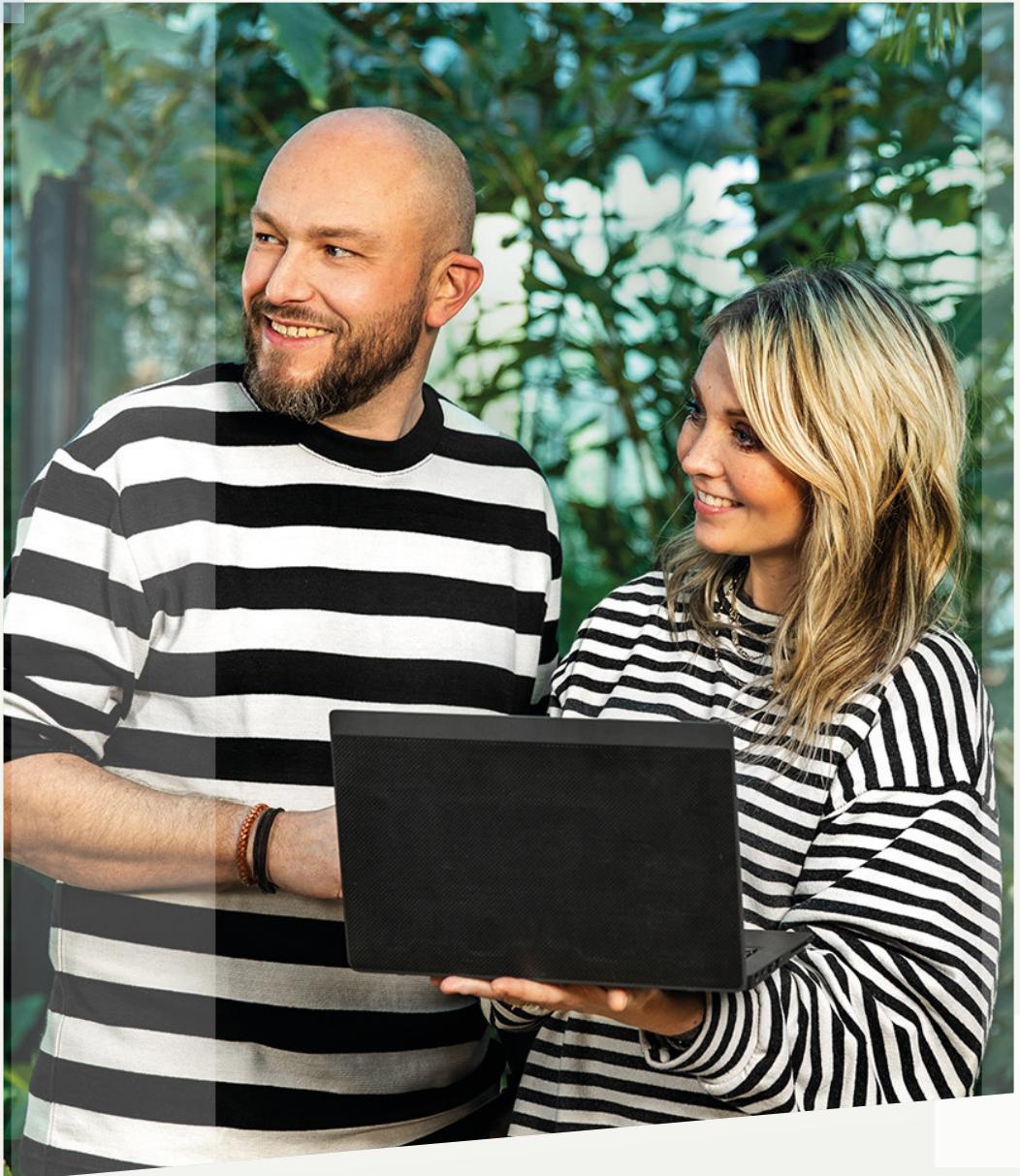
About Postcode Lottery Group

The Postcode Lottery Group is an international foundation-owned company driven by a social purpose, combining business with ideals. Its mission is to set up and operate charity lotteries globally, raising as much funding as possible to support initiatives working for a healthier, fairer, greener world – from local grassroots charities to large international NGOs.

The Group is currently active in five European countries, each with its own locally operated charity lottery. The Netherlands, where the lottery started in 1989, represents the largest operation within the Group. Sweden and the United Kingdom – both active since 2005 – host well-established lotteries with a strong focus on long-term support for national and international charities. Germany, where the lottery was launched in 2016, operates within a federal regulatory framework, while Norway joined the Group in 2018 with a focus on nationally relevant charitable partnerships.

Each lottery maintains its independence and local license, but the Group aligns them through shared strategy, technology, and expertise. It oversees branding, data, technology, and CRM initiatives, ensuring a consistent approach across markets. Local organizations continue to manage compliance, fundraising, and decisions specific to their markets, creating a balance between centralized support and local autonomy.





Group CRM Lead

The Group CRM Lead sits at the heart of a major transformation, supporting Postcode Lottery Group's shift to a Group CRM ecosystem. This transition marks a fundamental shift in how customer engagement, data, and marketing capabilities are organized and used across countries. The Group CRM Lead is responsible for defining and driving a Group-wide CRM strategy that balances consistency with strong local execution. The focus is not on technical architecture, but on translating business needs into effective CRM strategies, processes, and use cases.

The Lead ensures the new CRM ecosystem is fully embedded in day-to-day operations and delivers measurable value for customers and the business. What makes this challenge both engaging and complex is the variation in CRM maturity across countries and the differing local priorities and stakeholder dynamics. With a flexible, context-aware approach, the Lead guides teams through new ways of working, adjusting pace and direction to fit each market.

Leading the Group-wide CRM rollout

This position reports directly to the Group Head of New Business, Kim Geurtz. Together, they set direction and priorities, with the Lead operating as the connecting link between Group ambition and local delivery. The new CRM ecosystem will be rolled out successively across all five countries over the next one to two years, with Accenture supporting both technical execution and change management throughout the process. The Group CRM Lead steers rollout decisions to safeguard customer experience and operational continuity, ensuring the system remains scalable across markets. After implementation, attention shifts to continuous optimization, advancing CRM capabilities and maturity in every country.

Building next-best-action and personalization capabilities is a central theme. The Group CRM Lead defines a shared approach to data-driven marketing and works closely with Data & Analytics teams to enable segmentation, personalization, and insight-led decision-making. The goal is to help markets move beyond traditional campaign-driven marketing toward more responsive, relevant customer engagement, using data in a practical and accessible way. Knowledge sharing between countries is actively encouraged to ensure learnings and successful use cases are reused rather than reinvented.

“The Group CRM Lead supports local teams through frameworks, playbooks, and best practices, and acts as a trusted advisor in applying CRM effectively in daily operations. Yet, this only works with the flexibility and influence to set the right pace and approach in each market to make it happen.”

▪ **Kim Geurtz, Head of New Business**

Operating in a dynamic international context where operating models are still evolving, the Group CRM Lead has a rare opportunity to make a tangible impact from the start of a large-scale transformation. Change is constant, and this is where the ideal candidate thrives. Success requires comfort with change, strong stakeholder management skills, and cultural sensitivity. This position suits a senior, pragmatic CRM professional with experience in multi-market, consumer-facing organizations, strong data affinity, and the ability to turn strategy into operational reality across borders.





Interested?

The Postcode Lottery Group is working with Top of Minds to fill this vacancy.

To express your interest, please contact Jessica Lim at

jessica.lim@topofminds.com or Marc Mohr at marc.mohr@topofminds.com.



TOP OF MINDS
Executive Search