



CRM Manager France (m/w/d)

Immediate start | Full-time | Based in Berlin or Stuttgart

WHO WE ARE:

We are internetstores – Europe's leading specialist online retailer for bike and outdoor products. Launched back in 2003, today we are one of the largest and most profitable e-commerce companies around. Our 40 online stores boast an unbeatable choice of products and receive more than two million page views per day. With Fahrrad.de, Bikester, Brügelmann, Probikeshop, CAMPZ and Addnature we have only one goal: to provide customers across 16 different countries with high-quality and up-to-date products at the best prices.

You want to be part of this success story and work behind the scenes of an international online retailer to promote our growth? Then get in touch! More than 550 motivated colleagues in Stuttgart, Esslingen, Berlin, Lyon and Stockholm are looking forward to meeting you!

WHAT IT IS ABOUT:

As **CRM Manager France (m/f/d)** you coordinate all emails sent to our customers in Central Europe. You'll create e-mails, coordinate their translations into different languages and develop exciting new ideas for how to communicate with our customers. You'll also monitor the sending and tracking of emails via our e-mail tools to ensure that we work in a customer-oriented and efficient manner. Depending on where you live, you can do the job in Berlin or Stuttgart.

WHAT YOUR RESPONSIBILITIES ARE:

- Annual campaign planning for all Probikeshop-countries and channels (shops, newsletter, SEA, cooperations, social, stores) in alignment with internetstores CRM
- Planning and implementation of email campaigns in France, Spain, Italy and Portugal, incl. coordination of content creation
- Conception and rollout of customer lifecycle programs and further CRM projects in the e-mail channel
- Carrying out analyzes and A / B tests as well as deriving optimization measures for CRM communication

WHAT YOU SHOULD HAVE:

- Deep knowledge and experience in email marketing/CRM and in dealing with email and campaign tools (Oracle Responsys)
- Excellent Excel knowledge and high technical affinity
- Enjoying dealing with numbers, KPIs and analytical contexts
- Ability to manage projects involving different stakeholders, departments and locations
- French and English fluent, preferably also German
- Intercultural affinity and the willingness to travel (20%)

WHAT YOU CAN EXPECT:

An exciting job in a fast-growing company in the heart of Berlin / Stuttgart. We offer you a responsible job with creative freedom, attractive discounts on our range of products, bike leasing, comprehensive corporate benefits, a sports program and great colleagues from all over the world.

CONTACT:

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