

CRM/Customer Journey Manager (m/f)

Our mission is to build a global platform for successful high-volume photography.

fotograf.de is the leading online shop system for photography in Germany, Austria, France and England. Our users - professional photographers - use the fotograf.de technology to sell hundreds of thousands of photos (especially of events, weddings or schools / day care centers) to their final consumers.

What's our business?

We're disrupting the volume / school photography industry. Our market is huge: 250 million people are photographed in schools and tourism sites in Europe and the US every year. However, the current method for selling photos is analog and inefficient: paper order forms are handed out, and photos are printed before they've been sold. Our innovative E-commerce and CRM system brings this process online. It's faster, more efficient, and more profitable.

Your Mission

As part of our international marketing team, you have the unique opportunity to structure and build a new "CRM / Customer Journey" area. The goal: to increase the conversion from photo shooting to the first purchase as well as the rate of repeated purchases by creating a sustainable Customer Journey Strategy for the end users of the photographers.

You will be responsible for optimizing all print and online contacts (touchpoints) between photographers and their end users, e.g. advertising during photo shoots, order reminders by e-mail and voucher campaigns when mailing the photos.

Your Tasks

- You define the future of our new area "CRM / Customer Journey"
- You continuously optimize all offline and online touchpoints between photographers and their end consumers
- You are shaping our product vision by developing our in-house CRM tool further
- You are especially concerned with the topics of CRM, e-mail automation and incentives through vouchers
- You develop creative ideas regarding the content and design of all measures and implement them in cooperation with marketing, design and development
- Last but not least, you organize the rollout of all measures for our different customer segments (kindergarten vs. wedding) and in all our target markets (currently GER, AT, FR, UK, US)

Required Skills

- At least 1-year relevant professional experience in the area of e-mail marketing / automation, direct marketing or CRM in a start-up environment
- Structured and number-driven
- Experience in dealing with common analysis methods and tools (e.g. Kissmetrics, A / B tests)
- Safe and creative use of language
- Understanding usability optimization
- Good HTML skills
- Excellent command of either German and English, both spoken and written and good knowledge of the 2nd language

Our Benefits

- Exciting responsibilities in an innovative, fast-growing start-up
- High levels of responsibility, and room for you to develop your own ideas and concepts
- A friendly and international team with flat hierarchies and short decision-making processes
- A MacBook Pro and a budget of 300 Euro per year for professional events, workshops, seminars and books
- A great office in the lovely district of Prenzlauer Berg
- Free drinks, healthy snacks, Müsli, and really fun team events

Interested?

Please send us your resume and a cover letter to jobs@fotograf.de (your person of contact is Ana Walka). Don't forget to state your earliest starting date, salary expectations and the job board on which you applied.

Start: Flexible | **Contract:** Full-time | **Location:** Berlin