

VACANCY.

Atida - Head of CRM

Location	: Amsterdam
Salary	: TBD
Number of hours	: Fulltime
Employment	: Permanent

Are you looking for your next great marketing role? As Head of CRM for Atida you will have the unique opportunity to help launch a new health/wellness brand while owning the CRM marketing strategy for a business which already operates in multiple countries across Europe. Check out the Atida Pure for the Dutch and German market.

At Atida, we are on a mission to help you make better decisions about your health. From proactive to curative, no matter your goals, we will offer an experience that will always revolve around you. We believe in a future where the journey towards health and wellbeing becomes a trusted and truly personal experience. Atida is one of the largest online pharmacies in Europe, with a mission to redefine what "online pharmacy" actually means. Together with an individually tailored supplements program offered by [Atida Pure](#), we want to help you make better decisions about your health and become the go-to place for personalised, honest and scientifically backed advice with great products to improve your wellbeing. We have local presence in countries in Europe. Currently we are scaling up our international head office in Amsterdam.

Job Description

As Head of CRM you report directly into the CMO of Atida. You will be responsible for creating the strategy and driving the execution of CRM efforts (Lifecycle and transactional communication across different channels like email, SMS, notifications etc).

- Help drive optimization of existing brand's CRM tactics in Northern and Southern Europe and define a path toward centralization
- Define the CRM marketing strategy across markets and products
 - Define strategy and synergies across lifecycle, transactional, customer support comms
 - Define segmentation, targeting, content and reporting strategy
- Team: Over time, establish the proper level of resources needed to reach our goals
 - Identify and manage external agencies/vendors
 - Define the internal team requirements
 - Hire, train and coach team members
- CRM Tech: Drive the vendor selection process, implementation and optimization of all CRM tech solutions
 - Drive the selection of the right CRM marketing platform for lifecycle communication
 - Collaborate with the tech team to identify key tech platforms needed for data management (storage, segmentation and reporting)

- Foster communication and collaboration between the central and regional marketing organizations
 - Define ways of working to gather necessary information from the local teams (eg on product launches, seasonality etc) and share proper data reporting to inform on CRM efforts
- Help drive cross-functional projects that may require performance marketing support
 - New product / brand launches
 - Future Re-platforming exercises
 - Definition of Marketing and technology

About you

This role requires someone who combines strong CRM expertise, intelligence, curiosity and maturity. You have worked on e-commerce and/or subscription type propositions (with focus on communication channels like lifecycle email, communication and promo campaigns).

As Head of CRM you have:

- At least 9 years of CRM marketing (ideally across different industries)
- High motivation for building things from scratch and can balance a strategic high level view with an hands-on approach
- Experience working in international organisations (with multi-country scope)
- At least 4 years of experience building and leading teams (and working with remote teams)
- Worked with different CRM lifecycle tools (eg larger but also smaller and more agile solutions)
- Experience in selecting and managing agencies/tech vendors
- Experience in migrating brands and or customers data bases
- Great communication skills with the ability to synthesize a lot of information quickly, highlight key take-aways and disseminate actionable insights
- Strong interpersonal skills, with the ability to build relationships and credibility
- Ability to be independent, multi-task, and deal with time pressure in an unstructured environment; ability to work through uncertainty and ambiguity

What's in it for you?

You get the opportunity to work in a start-up environment, while working on a European scale with highly talented and motivated people. You are challenged and coached to set the highest standards and get the most out of yourself.

Join the team of Mattia Santin



Mattia is CMO at Atida with 14+ years of experience across ecommerce, retail, mobility, travel and healthcare. He knows a thing or two about media, growth, team building, strategy and solving problems... He also has pretty good survival skills (raising two little children).

Interested in this vacancy? Please contact Werner Spronk via +31 (0)6 14 43 54 36 or werner.spronk@newpeople.nl.