



## Head of CRM (m/f)

### We are Whow Games

In the heart of Hamburg City, your new job is waiting for you - including startup feeling. Together with 78 colleagues, you work to bring the glamour and entertainment of Las Vegas to Europe - with our successful Social Casino on Jackpot.de. From slot machines to table games, our players can experience the entire entertainment experience of the largest casinos in the world for free on their smartphone, tablet or PC.

### Who are we looking for?

You're an experienced **Head of CRM** (m/w) and an expert in the creative development and successful implementation of international CRM strategies? You can think your way into various target groups and are just brimming with creative outside-of-the-box ideas for increasing the activity, retention, and lifetime value of our customers? Then you're exactly who we are looking for for our Hamburg-based game factory! Full-time and hopefully as soon as possible.

### Your area of responsibility:

- You are responsible for the communication with our existing customers and you'll lead our CRM team
- As part of this task, you'll be responsible for the planning, implementation, and efficiency report of all CRM/social media and support measures with the goal of increasing the customer satisfaction and loyalty as well as customer recovery
- You are responsible for planning and maintaining the CRM budget
- You define and optimize processes with other departments and external service providers while working closely together with them, so as to provide our players with as wonderful a user experience as possible
- You create and analyze channel-specific CRM and support reports, to use that information to decide on further measures for a sustainable increase of relevant figures

### What you bring:

- You have at least 5 years of professional experience as the Head of CRM or Head of Marketing and you possess a keen communications capability in written and spoken word
- You have a very high affinity for digital products and social media
- You also should be able to retain your cool in crisis situations
- Among your strengths is a very good analytical intellectual capacity as well as solution-orientation and inovational strength
- You possess very strong PC and MS Office knowledge, especially in Excel and PowerPoint
- Any experience with CRM tools such as Optimove, etc. would be a big plus
- A team-oriented and structured manner of working rounds out your profile
- You are a good team player and you're happy to work autonomously within the team
- Very strong knowledge of the English language in written and spoken word

### In addition to start-up flair and exciting tasks, we offer:

- Dynamic environment with flat hierarchies and quick decisions
- Flexible working hours and home office
- Regular company events
- Fruit, drinks and meal allowances
- Contribution to the HVV Profi Card

We are looking forward receiving your application!

[jobs@whow.net](mailto:jobs@whow.net)