



# We are looking for **Customer Offering Manager**

---

This is a role for an ambitious, curious and highly collaborative individual, looking to contribute and be part of the changing landscape of consumer financing and digital banking.

The Customer Offering Manager will establish and manage automated customer communication. The entrepreneurially-minded owner of this new position will have an absolute can-do attitude, applying their responsibilities across the Inbank product portfolio with the goal of increasing customer lifetime value and net present value.

## **Initial Responsibilities (other duties may be assigned)**

- Develop, manage and analyse automated customer communication hierarchies and related organisational flow
- Manage transactional and marketing email campaigns including messaging calendar, production, A/B testing/optimization, audience segmentation, analysis/key insights
- Collaborate with Marketing, IT and Business teams to drive cross-channel customer acquisition and retention goals
- Serve as owner and subject matter expert for automated customer communication for initiatives that increase customer-lead acquisition, experience and conversion
- Provide regular and ad-hoc reporting and insights to management and other stakeholders
- Set conversion and tactical goals, and own KPIs measurement and reporting
- Develop proposals for new communication initiatives across email and CRM
- Uncover untapped business opportunities through analysis of customer, marketing, and web data

## **You are able to demonstrate**

- Ability to ruthlessly prioritise with long and short-term business objectives in mind
- An understanding of consumer behavior, customer value management and market awareness
- Ability to work independently with a big picture vision whilst delving deep into minute details
- Creative thinking and ability to not only think outside the box but to also execute whilst leveraging data to ultimately achieve targets
- 3+ years relevant experience in marketing automation, analytics or equivalent
- Experience with CRM and/or ESP, SMS, push notifications, loyalty programs, customer analytics
- Understanding of communication principle hierarchies based on business objectives and product prioritisation
- Excellent written, verbal and presentation communication skills in English, with Estonian and Russian a plus.
- A degree in Marketing, Business or a related field a plus but not a must

---

## **Contact**

**[martina.poldvere@inbank.ee](mailto:martina.poldvere@inbank.ee)**

Martina Põldvere / Head of Human resources