



<https://fintechnews.ch/job/chief-market-officer-at-radicaNT/>

Chief Market Officer

Description

As a Member of the Executive Management Committee and co-founder you will report directly to the CEO. You will have the opportunity to build a highly qualified team from scratch to make a large footprint.

What you can achieve with radicaNT:

- Grow and lead a team of highly motivated data-, stories- and community driven marketing talents
- Build and lead a team around all customer touchpoints: customer intelligence, customer advisory and customer support and take responsibility for all digital customer relations
- Develop, drive and execute the market, marketing & product communication strategy and implement measures for success tracking
- Implement effectful (primarily content-based) marketing activities to grow our community and customer base
- Educate and coach your multi skilled teams about best practices in winning, servicing and retaining customers along their whole lifecycle
- Lead a customer centric mindset, develop a data based position to understand on who current and target customers are, and implement strategies and tactics that help to acquire, retain and winback customers
- Through a digital first lens, connect with the community and consumers and communicate what our brand stands for in an impactful manner
- Ensure the delivery of market research, business intelligence, customer insights, and reporting required to guide decision making
- Create internal synergies to expand brand exposure and leverage relationships with internal and external business partners

What you bring to the table:

- Successfully completed studies in the field of business or communication
- Minimum 8 years of experience and successful track record in digital B2C market with focus on customer-centric services, storytelling, customer co-creation, loyalty programs and brand communities (eg. e-commerce, telcos or any other B2C business with strong brands collaborating and engaging with communities)
- Extensive experience in data driven digital inbound Content marketing, Customer Life Cycle Intelligence and profiling
- Product marketing and Customer support
- Ideally experience in building knowledge graphs to understand customers better
- Experience in managing communities with several hundred thousand users
- Extensive knowledge in brand building and management
- Community experience, can you create a movement for sustainable life style?
- Co-Creation with community to jointly produce a mutually valued outcome
- Loyalty program experience
- Demonstrable experience in developing and executing a go-to-market plan

Hiring organization

radicaNT

RadicaNT aims to provide higher transparency around financial securities and products aligned with the UN Sustainable Development Goals (SDGs) for 2030.

Employment Type

Full-time

Job Location

Zurich, Switzerland
Remote work possible

Date posted

January 17, 2022

Apply

(or record of leading the marketing) of digital B2C services

- CRM and CDP experience, SF n2h
- Native or bilingual proficiency in German and English
- Solid management track-record, delivery focused and experience in leading a team of more than 10 people, meeting tight deadlines over a longer period
- Hands on, pragmatic, entrepreneurial approach and a passion for understanding customers' needs
- Sustainability affection
- Navigating the business through the startup space
- Learned the drill by leading digital B2C companies while also having experienced how it is to work in startups or small organizations

What they can offer:

- A unique opportunity to build a tech company with a higher purpose from greenfield to market leader
- Compensation linked to the performance of a well-funded start-up
- A fast-growing team of highly qualified people
- A highly dynamic and purpose-driven working environment
- Most importantly: We move fast and have fun while doing it