



VIA Outlets, Europe's leading owner-operator in redefining the outlet shopping experience, was founded in 2014 to acquire existing outlet centres across Europe. By bringing together an exceptional mix of international and local premium brands, we have created unexpected and unforgettable shopping experiences, whilst also paving the way for sustainable shopping. VIA Outlets manages a portfolio of 11 premium fashion outlets, offering over 1,100 stores across nine European countries, welcomes more than 32 million guests on a yearly basis and is 100% owned by Dutch pension fund asset manager APG.

CRM Coordinator 100%

WHO WE ARE LOOKING FOR:

An enthusiastic and charismatic personality with a passion for CRM and fashion. The candidate has some experience supporting loyalty programs and can find creative ways to engage members, ensuring the brand stays top of mind. They are comfortable assisting with events and are seen as someone who "gets things done." This role involves supporting the CRM strategy as well as the day-to-day creation, execution, and performance tracking of campaigns, with a focus on email/newsletters.

KEY RESPONSIBILITIES:

- Manage local loyalty programme "Fashion Club"
- Work with marketing and brands to drive acquisition to the loyalty programme
- Execute effective email and engaging CRM campaigns
- Collaborate with local and central teams to identify areas for improvement and develop better solutions
- Work with partners and sponsorships to maximize return on investment (ROI)
- Contribute to achieving revenue, customer value, and engagement targets for the program
- Driving the availability of customer data and optimising its use to enhance email and CRM performance
- Run satisfaction and interest surveys
- Maximize data capture and the quality of the database
- Ensure brand consistency and data laws/procedures are adhered to



WHAT YOU NEED

- Minimum 1-2 years' experience in supporting multi-channel CRM strategies
- Familiarity with one or more Email Service Providers (ESP) is essential
- Understanding of customer segmentation for CRM activities
- Experience in assisting with the creation and implementation of manual and automated campaigns
- Exposure to building and implementing CRM programs across various customer touchpoints and media
- Strong interpersonal and communication skills
- Fluent in German and English

WHAT WE OFFER:

- Varied range of tasks
- A dynamic and international working environment
- Opportunities for further development and independent work
- Flexible working hours and home-office options
- Free parking and Office is next to the SBB train station, very easy to reach with public transport
- Teamevents and several Employee Benefits

Have we awakened your interest?

We look forward to receiving your application, stating the possible starting date and your salary expectations in english:

Aleksandra Perz and Cora Presser
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