

Growth Hacker (100%)

Zurich / Muttenz / Remote (CET +-2 hours)

The term growth hacker is hyped, but it covers the essence of what we are looking for: realizing growth targets, be it revenue, users or transactions, through creative non-traditional thinking, smart spending and any ethical means necessary.

About Valora Digital

Valora Digital advocates for our customers and our business, setting the vision for the future of retail. We use data, research, strategy, and empathy to guide our digital roadmap, balancing diverse perspectives and empowering our teams to do great work. We take projects from idea to rollout and take ownership of every step of the process. Our team consists of fullstack engineers, data scientists, UX designers and former start-uppers: We are doers and builders instead of thinkers and talkers.

The future of retail employs advanced technologies such as computer vision and machine learning to transform the customer experience and dramatically change the cost structure by getting rid of checkout and automating common tasks such as restocking. At Valora we want to be at the forefront of such developments and want to move from concept to successful pilot and widespread rollout as fast as technology allows and the business case makes sense. As our Growth Hacker you will support us in making this future happen.

Key tasks and responsibilities

- Own the relentless pursuit of growth targets around customer acquisition & retention, revenue and traffic for our apps & websites
- Balance exploring new growth ideas and exploiting proven tactics with excellent execution
- Choose in accordance with other departments which metrics/KPIs (Key Performance Indicators) to focus on
- A/B test and optimize ideas for growing those KPIs
- Analyze data & user feedback
- Exchange ideas/data/feedback with other departments (e.g. product, marketing, management), in order to present results and make the product more user-centric
- Manage daily operations related to all growth channels (e.g. online advertising (Google Ads, Facebook Ads, others), direct mail, out of home, affiliate, flyering, referral marketing etc.)
- Be the "single source of truth" in regards to growth and manage internal and external resources, such as agencies and freelancers
- Prioritize growth channels and manage spending
- Keep abreast of the latest trends and changes in digital marketing and UX

Key skills / requirements

- Creative mind with an eye for detail and hunger for results
- Data-driven and kind of a data-geek: clear understanding of data, analytics, metrics and statistics
- Example of how you have previously engaged an audience with a professional or personal project
- Coming up with creative and clever ways to find and engage your target audiences. Both on and offline
- Being social and understanding users' behavior. You have great customer relations skills and focus on customer experience

- Having excellent spoken and written communication skills in German and good spoken and written communication skills in English
- Editing and copywriting skills
- Proven entrepreneurial mindset with extreme proactivity and hacker mentality

Desirable

- Knowledge of HTML, CSS and JavaScript
- In-depth knowledge of SEO factors and key algorithm updates
- Graphical skills with Sketch, Affinity, Photoshop or similar
- Experience with UI/UX best practices
- Experience with growth hacking tools such as Optimizely for A/B Testing, MailChimp for email marketing campaigns, HubSpot for CRM, sales and marketing purposes, Zapier to automate workflows...
- Bonus: Experience in writing scripts with Python or similar programming languages

What we offer

- Build products for a customer base of more than 5 million people across 5 countries
- Access the resources of a big corporate but get the freedom of working in an uncomplicated environment
- Uncomplicated working culture and flat hierarchies
- Steep learning curve in a tech-heavy environment
- Competitive salary
- Office with roof terrace in the heart of Zurich, equipped with free snacks and free drinks
- Work from home whenever you want
- Best tools money can buy (hardware & software)

A contact you should connect with

We look forward to receiving your complete application documents. Please apply directly via Email to Till Felippi (tillmann.felippi@valora.com).

About Valora

Each and every day, around 15,000 employees in the Valora network work to brighten up their customers' journey with a comprehensive convenience and food offering – nearby, quick, convenient and fresh. The more than 2,700 small-scale outlets of Valora are located at highly frequented sites in Switzerland, Germany, Austria, Luxembourg and the Netherlands. The company includes, among others, the formats k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo and the popular own brand ok.– as well as a continuously growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods.