

Finero Chief Customer Officer (CCO) Job Description

Finero, a fintech startup, is looking for a new Chief Customer Officer (CCO) to lead its marketing and customer support team. Our mission is to simplify everyone's personal finance management by aggregating their financial information in a safe place, independently of their banking and insurance relationship. We are an early stage startup with lofty goals and big plans for 2017 and beyond.

Description

As the CCO you and your team will be responsible for telling the world and our employees the story of our product. You will be expected to be our chief advocate for our platform and its benefits. You will also be charged with crafting the strategy around the messaging and marketing for new launches. You will also play an integral role in public/media relations, corporate communications, and content creation for our company.

In your role as CCO your job is to provide excellent customer service and to promote this idea throughout the organisation. The goal is to keep the department running in an efficient and profitable manner, to increase customer satisfaction, loyalty and retention and to meet their expectations.

Responsibilities

Strategy & Planning

- Set a clear mission for marketing and customer service and deploy strategies focused towards that mission.
- Identify trends and evolving social behaviour that may support the promotion and customer satisfaction of our platform.

Marketing Operations

- Together with the product team, educate both internal and external stakeholders about our product features and their benefits.
- Create product content (e.g. sales enablement documentation, case studies, product videos, website copy, blog posts, customer questions) to articulate the benefits of our products to the world.
- Speak and present both internally and externally to promote the story of our product.
- Measure and optimize the buyer journey as it relates to product feature adoption and usage.
- Connect with influential media outlets and journalists to place stories about company news and other initiatives.
- Create content regularly to grow the company's footprint (press releases, corporate announcements, and creative content).
- Collaborate with prominent members of the company, including executives, to craft and pitch press releases and thought leadership columns.
- Create and maintain metrics reports on marketing and user activities, effectiveness, and business impact.
- Analyze marketing and user data to develop insights and make recommendations on areas for optimization.
- Evaluate new technologies and add-on applications to improve and optimize marketing team performance.

Customer Service Operations

- Improve customer service experience, create engaged customers and facilitate organic growth
- Take ownership of customers issues and follow problems through to resolution
- Develop service procedures, policies and standards
- Keep accurate records and document customer service actions and discussions
- Analyse statistics and compile accurate reports
- Recruit, mentor and develop customer service agents and nurture an environment where they can excel through encouragement and empowerment
- Keep ahead of industry's developments and apply best practices to areas of improvement
- Control resources and utilise assets to achieve qualitative and quantitative targets
- Maintain an orderly workflow according to priorities

Requirements & Qualification

- University degree, preferably MBA in the field of marketing or business administration.
- Past experience in digital marketing, product marketing, and/or product management.
- Experience in providing customer service support.
- Ability to think strategically and to lead.
- Strong client-facing and excellent written and verbal communication skills in English and German. Additional languages are a plus.
- Advanced troubleshooting and multi-tasking skills.
- Excellent customer service orientation.
- Technically capable and a desire to improve processes.
- Proficiency in content management systems. You will be expected to build product pages, optimize the conversion paths on those pages, and use dynamic calls-to-action to create and test buyer stage-specific calls-to-action.
- Prefer working in a collaborative, cross-team capacity. This role requires you to work across functions and departments to bring the product to life.