



Team Lead CRM (m/f/d)

Drink More Water, together we grow.

Here at waterdrop®, we make drinking more water fun, convenient and most importantly, sustainable! Discover the world of innovative and eco-friendly hydration solutions with our fruity little cubes – Microdrinks – that save up to 98% plastic compared to drinks in 500ml plastic bottles and help score one for the planet. Our centrally-located headquarters offers a vibrant environment, featuring an on-site restaurant and gym, not to mention the opportunity to connect with prospective colleagues from all over the world. With a successful online presence, 40+ stores around the world, dedicated B2B partners and over 22,000+ retail and branded stores, we can't wait to take this journey to the next level – with you!

Join us on that journey and become part of our passionate and driven team now!

Your responsibilities at waterdrop®:

- As a Team Lead CRM (m/f/d), you will lead the global CRM strategy, optimizing personalized and data-driven customer journeys to maximize engagement, retention, and customer lifetime value (CLTV).
- You drive customer retention and lifecycle management by leveraging data insights, segmentation, and personalization
- You oversee the execution of automated flows and ad-hoc campaigns across multiple direct-to-customer channels, including email, SMS, WhatsApp, App, and direct mail, ensuring alignment with business goals across all markets.
- You take ownership of our loyalty and subscription programs, collaborating with internal teams to enhance customer engagement and deliver exceptional value.
- You lead tracking and reporting of key CRM performance metrics (e.g., retention rates, placed orders, CLTV, churn, marketability) and drive optimization through A/B & incrementality testing.
- You collaborate closely with cross-functional stakeholders, including brand, content, tech, performance marketing, and operations, to ensure a cohesive and customer-centric approach across all touchpoints.
- You develop and mentor a high-performing CRM team of 4+ professionals, setting clear expectations, defining career growth opportunities, and fostering a culture of accountability, ownership, and innovation.

Your strengths and qualifications:

- You have a Bachelor's or Master's degree in Business, Marketing, Business Informatics, or a related field.
- You bring 6+ years of experience in CRM, Lifecycle Marketing, or Digital Marketing, with a proven track record in customer activation, retention, and engagement strategies.
- You have leadership experience, including team management, coaching, and mentoring.
- You possess strong expertise in marketing automation platforms (e.g., Braze, Salesforce Marketing Cloud, Klaviyo) and direct-to-customer channels (email, SMS, WhatsApp, App notifications, direct mail).
- You are highly data-driven, with experience in customer segmentation, cohort analysis, A/B testing, and campaign performance tracking.
- You have solid expertise in Excel/Google Sheets and are familiar with data visualization tools (e.g., Google Looker Studio, Tableau).
- Your analytical mindset allows you to derive actionable insights from customer behavior and CRM performance metrics.
- You thrive in a fast-paced, results-driven environment, with strong prioritization, problem-solving, and strategic thinking skills.
- You are an excellent communicator and collaborator, with the ability to align multiple stakeholders across departments.

What we offer you:

- A **high-achieving, international community** of waterdrop colleagues, located in a brand-new HQ in Vienna, Austria.
- **Development opportunities** in one of the fastest-growing e-commerce companies in Europe.
- **Annual training budget**, to develop in your field.
- **MyClubs sports vouchers**, to have a sporty balance.
- In-house **fitness centre**.
- In-house **company doctor**.
- In-house restaurant with **subsidized healthy meals**, for a break with your colleagues.
- **Discount** on your waterdrop purchases.
- Legendary summer and Christmas **parties**!

The minimum salary for this position is EUR 65,000 gross per year on a full-time basis. Depending on your qualifications, there is the willingness for overpayment.

We work in a changing world which offers great opportunities for people with diverse backgrounds and experiences. We seek to attract and employ the best people from the widest talent pool because creating value through diversity is what makes us strong as a business and enables us to solve important problems and deliver added value. We encourage an inclusive culture where people can be themselves, are valued for their strengths and are empowered to be the best they can be.

Wanna Drop in? Send your application documents in English through our online application system. We are looking forward to reading from you soon!



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Additional information

Location **Vienna**

Position type **Full-time employee**

Start of work **As of now**

Responsible

Kira Zimmermann