



Marketing Manager (f/m) Value Management

at Vodafone D2 GmbH in Düsseldorf, Germany

For us, CRM is no technical tool but a philosophy, which we use to design offers for specific target group in our Customer Base. In our Team Value Management, we are responsible for End-to-End process (idea to evaluation of results) activities to increase customer value. Here, creativity is the key in a saturated market.

Here are some topics you may work on in our team (among others):

- Developing and constant improving of Marketing concepts to maximize customer value – analysis of economic consequences due to changes in customer behaviour and development of activities to increase customer value
- Independent evaluation of his or her own results, concept development of relevant alternatives and clear communication of recommended activities
- Planning, controlling and implementation of these activities
- Input to enhance the CRM strategy in collaboration with other Marketing departments, Sales and Finance
- Representation of the Value Management team toward internal and external interfaces
- Translation of market trend in CRM and Marketing concepts

We are happy to welcome you in our team, if you are / have:

- Fluent in German and English (spoken and written)
- Graduated from university with a degree in either Marketing or Marketing-Finance
- First practical experiences in Marketing, Business Intelligence, and/or CRM
- Number affinity and conceptual-strategic thinking
- Highly motivated and assertive – he/she takes responsibility for his/her results and present these convincingly
- High potential for development
- Creative innovativeness through organizational and implementing skills
- Good MS Office skills (especially Excel and Powerpoint)

If you are curious, you are welcome to contact me via email or phone, so I can provide more details and answer questions. Furthermore, it is possible to come in for a few days to get a better understanding of what we do.

If you are interested, we are happy to initiate the official application process and support along the way.

Contact Information:

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