

TRACTION

YOUR SCALE UP ADVISOR

Documento: **Job Description**
Profilo: **Online Retention Expert**
Data: **25/09/2017**

JOB DESCRIPTION**Online Retention (CRM) Expert**

Traction Management s.r.l.
Type: Start-Up Innovativa

- Industry:** Start-Up Consulting
- Headquarters: Italy, Rome
 - Total nr of Clients: 25
 - CEO: Pier Francesco Geraci

Organization Highlights: Professional Consulting Services and Product Management

Reports To: Traction Managers

Direct Reports: None

Location: Italy, at client sites.

Level: Traction Expert

Background:

Our organization is composed of senior (more than 20 years of experience) consultants called Traction Managers, which develop the business by identifying companies which need our professional services and open with them consulting projects. Within those project, Traction Managers conduct the overall strategic work. But sometimes our clients might also require additional resources from us, not senior but junior, with specific skills and capabilities and with an operational profile. This resource, called Traction Expert, might be working with our clients for an extended number of days per week.

Overview:

We are looking for an amazing talent who can do the work of three, expert in the field of customer relationship management who is eager to take up the responsibility of conversion and retention for our clients businesses. He will bring our clients a significant understanding of their business thanks to organized work and result producing activities from day 1.

Goals:

- Work closely with the client employees, particularly with the marketing and the IT side and with Traction Managers to execute amazing and measurable activities.
- To receive excellent feedback from our clients thus allowing the continuation and extension of the project. Clients need to love this figure both professionally and as a person.

Technical Skills and Knowledge:

- Advanced conversion techniques
- Online Retention and Loyalty techniques
- Superior communication skills to develop campaigns & protocols
- Knowledge of Excel and other BI tools (pref. Knime, Sales Manago, Agile, MailChimp, MailUp, Sendgrid)
- Knowledge of Photoshop and basic HTML and CSS.
- Excellent knowledge of English and Office

Qualifications:

- Degree in Economics, Marketing (nice to have a Master)
- Certifications, Prizes and awards are welcome or special achievements.

Experience:

- Languages- Fluent Italian and Good English
- Experience working in Italian Market- a must
- Experience of at least 2 years in marketing field
- Familiarity with the **Internet** world- a must

About the Company:

Traction has been founded with the aim to reduce the numbers of startups that go bust by combining experience with a unique approach and putting it all at the service of the start-up ecosystem. We work for start-ups, accelerators, investing companies and other key players in the market. Fancy joining us in this adventure?