

atelier nubio



### **Scorecard GROWTH MANAGER**

Atelier Nubio is the French wellness DNVB selling juice cleanses, bone broth and natural food supplements. Atelier Nubio is looking for its Growth Manager to boost the customer acquisition, commitment & repeat.

He/She is part of Atelier Nubio's managing team with the 2 historical co-founders Claire & Gabrielle.

The Growth Manager is the key-person of Atelier Nubio's online customer acquisition, experience & repeat.

### **Personalize the Customer Experience**

- Upgrade the 360° customer experience & wellness journey
  - Plan the eshop content & product updates according to the Marketing planning (marketing campaigns, new products, seasons...)

- Design and coordinate the website updates (UX/UI, functionalities...) with the Digital Manager
- Monitor and upgrade the emails workflows (onboarding, motivation, follow-up)
- Upgrade the unpacking experience (packaging, documents, goodies, samples...)
- Design and execute loyalty/retention campaigns
- Set up a customized customer experience using the diagnostic data
  - Follow up the customer experience with his/her specific objectives
  - Boost the customer specific products for he/she all along the year/seasons/personal events
  - Think of a custom customer guidance
- Increase the average order
  - With the digital director, design and set up the cross-sale functionality
  - With the marketing team, think of a upscale strategy through customer follow up

### **Increase satisfaction & commitment**

- Increase satisfaction
  - Increase the customer's satisfaction rate/reviews/feedbacks
  - Analyze the customer feedbacks to adjust the strategy
  - Boost the customer commitment and community through “group talks”
- Increase the commitment
  - Boost and adjust the referral program
  - Boost the customer commitment and community through “group talks”
  - Improve the “beta tester” program to get more feedbacks

### **Boost the customer acquisition**

- With the digital director, design and set up the online customer acquisition campaigns
- With the marketing team, design and set up the cross canal acquisition

### **Company growth & structure**

- Identify the key people profiles
- Help building a A-Team
- Manage the customer-related team

### **Quality & Skills :**

- Start-up culture and mindset
- Know how to prioritize

- Digital tools agility
- Excellent analytics skills
- Consciencious and fast learner
- Strong leadership skills
- Over the top work ethic – work hard/get the results we want

Experience :

- 2-5 years experience in a start-up

Revenues :

- Annual 50 k€ + variable

KPI's

- Average basket
- LTV
- Repeat
- Churn
- Satisfaction rate
- Number of customers
- ROI of the SEM campaigns