



BE PART OF OUR SUCCESS STORY

## SENIOR CRM CONSULTANT

### WHO WE ARE

Combining 20 years of hospitality experience with the energy of a start-up, Serenata CRM turns big data into smart useable data. We are one of the leading providers of e-marketing and CRM solutions for the hospitality industry. By integrating guest information with various systems, our Serenata CRM Suite provides a comprehensive 360° view of the guest. Engage guests from the moment the booking is made, enhance their experience while on property, and inspire them to book another stay. With our Serenata CRM Suite your guest data, one of your hotel's most precious assets, is put to good use to engage guests before, during and after their stay, to fuel loyalty throughout the customer lifetime journey, and to acquire new "best" guests.

We are part of NextGuest Technologies, an integrated hospitality technology + digital marketing company comprised of HEBS Digital and Serenata CRM. Combining our cutting-edge technology with innovative strategy, design, and digital marketing expertise, we are closing the loop on the travel journey with the first fully-integrated guest engagement, acquisition, and marketing platform.

### WHAT WE OFFER

Serenata is pursuing a growth strategy and we are continuously aiming to provide first class consulting and guidance to our global customers. Understanding guest behavior and interests based on available data from a CRM is one of the key benefits for our customers utilizing Serenata CRM. In order to best leverage this pool of big data and apply advanced analysis we are looking for a **Senior CRM Consultant** to provide necessary guidance to our customers and to help them improve marketing automation.

The key focus of Serenata's product innovations is to reduce complexity for our customer in taking the right decisions for their CRM strategy, in converting data and information into actions and in getting visibility of the business impact of campaigns and actions.

The role is vital to, on the one hand side, ensure the company maintains a close relationship with its key customers and provides guidance on how to best work with the product and give action recommendations and on the other hand to translate the customer's and market's needs into possible use cases for future product development.

The ideal candidate will have a hands-on, customer-oriented mentality, is not scared to think outside the box and can share their enthusiasm about a new idea with all relevant stakeholders.

Flexible working hours, an agile work environment, quick decision making, and shared lunch breaks on our rooftop terrace are part of our unique corporate culture.

## YOUR JOB

- Become an expert on currently ongoing customer projects
- Shape productizing of currently ongoing projects to ensure implementation across multiple customers
- Training customers on new product components
- Plan, design and run Consulting workshops with customers
  - Support customers in setting up a digital marketing Campaign strategy based upon an assessment of the current situation and the customers goals and business strategy
  - Consulting customers on defining and monitoring KPIs to measure success of execution and guiding through actionable tasks especially related to digital marketing
- Support and be the expert for customers for implementing the defined digital Marketing strategy and campaign plans, for monitoring results and take corrective actions to ensure the maximum value and ROI for the customers
- Document customer use cases based on consulting experience and ongoing interaction with the customers
- Constantly be on top of industry trends around new KPIs, methodologies and market players to make sure we have the right focus in our roadmap and investment decisions
- Identify pilot customers in collaboration with the Key Account Managers for new innovation projects

## YOUR PROFILE

- 5+ years profound professional experience in CRM, Digital Marketing and/or e-commerce, ideally within travel tech sector. We are open to a variety of backgrounds for the role.
- Solid German and English oral, written, presentation and interpersonal communication skills
- Taking ownership and ability to work independently
- Detail oriented and well-structured working method
- Professional, determined, reliable, and customer oriented
- Positive attitude and ability to work as part of a team to solve problems in dynamic, energizing environments
- Ability to think outside the box, translate abstract ideas into actionable steps, and to find ways to keep people's attention
- Willingness to learn new systems and experiment new approaches
- Knowledge regarding SQL, Webservices and HTML are a plus
- Understanding of hospitality sector is a plus

If you are looking for a new challenge in an innovative, international company, where you will have the opportunity to shape and influence the business with the results of your work, where you will be surrounded by an engaged and fun team, Serenata is your next stop! Do not hesitate to send us your application including cover letter and CV. Give us a call at +49 89 92 90 03-0 or send your application via email to [career@serenata.com](mailto:career@serenata.com). Serenata IntraWare GmbH | Neumarkter Str. 18 | 81673 Munich | Germany

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