



ProCredit. We are an international group of development-oriented commercial banks for micro, small and medium enterprises (MSMEs). We are active in South Eastern and Eastern Europe, South America and Germany. Our overarching goal is to combine a high developmental impact with economic success.

For our Group Marketing team at ProCredit Holding, the listed parent company of our banking group, we are seeking a motivated

Customer Relationship Marketing and Insight Lead (m/f/d)

This position is based in Frankfurt am Main.

Your role in our team:

As part of the Group Marketing team at ProCredit Holding, you will play a key driving role in building digital marketing capacity across the ProCredit group. In this capacity, you will take charge of shaping and owning the execution of a comprehensive, user-centric and client-centric data-driven digital-first customer relationship marketing and insight strategy for the group. The position provides capabilities and resources to the marketing and business functions in building and implementing adequate relationship marketing and insight frameworks to support the group's strategic goals; contributes to measurable improvements in customer onboarding, activation, engagement, retention, lifetime value and loyalty; and supports the delivery of consistent, relevant, and timely communications across all markets and customer segments. A central responsibility of the Customer Relationship Marketing and Insight Lead is to actively contribute to the development and ownership of a fully integrated, market-informed lifecycle relationship marketing strategy as well as a research and insight management framework for the group, covering all relevant channels, touchpoints and phases of the customer lifecycle.

More specifically, you will have the following key responsibilities and duties:

- Own and evolve the group-wide relationship and lifecycle marketing initiatives across acquisition, onboarding, engagement, and retention
- Design and optimise multi-channel journeys (e-mail, push, in-app, SMS, web, phone) with a strong focus on research and insights, leveraging behavioural, lifecycle, and product data to drive segmentation and personalisation
- Lead structured test-and-learn experimentation and translate analysis into action
- Build dashboards and KPI tracking
- Partner with Data, Business, Product, Marketing, IT, and other local teams to ensure data quality, alignment, and execution
- Drive operational excellence, scalability, and continuous improvement
- Coordinate research initiatives – design, execution, analysis, insights interpretation

What we expect:

- Minimum of 3-5 years of experience in customer relationship marketing, lifecycle marketing, customer analytics, marketing research or related roles
- Strong analytical skills with the ability to translate customer behaviour and campaign data into actionable insights
- Experience working with relationship marketing and marketing automation platforms across multiple channels
- Experience in test design and implementation
- Multi-country exposure is an advantage
- High level of organisation, ability to manage multiple workstreams, and a commitment to continuous improvement
- Fluency in English; additional languages are an advantage

What you can expect

- A challenging and diverse role with international exposure
- Room for initiative and innovation in shaping the way we steer and measure marketing
- A values-driven working environment focused on sustainability, transparency, and long-term development
- Flat hierarchies and short decision paths
- Interesting and challenging tasks and cross-team project work
- Attractive location in the Bockenheimer district of Frankfurt am Main
- Possibility to work remotely 100 days per year
- Company pension scheme
- Deutschlandticket (country-wide transportation pass valid on regional trams, buses and trains)
- EGYM Wellpass (membership valid at a number of gyms throughout Germany as well as for online fitness courses)
- JobRad (pick a bike and pay a monthly rental fee to the company with the option to buy after three years)

Have we caught your interest?

We look forward to receiving your application documents, including a motivation letter, salary expectation and desired starting date, by e-mail:

jobs-marketing@procredit-group.com

To learn more about the ProCredit group, please visit ProCredit Holding's website at:

www.procredit-holding.com

