Offer Developer to Customer Value Management

About us

Customer Value Management (CVM) is a brand new Group Function created recently in order to contribute to Swedbanks’s wanted position by securing customer intelligence and providing offers and campaigns for private and corporate segment in all business areas, also by coordinating customer strategies and offerings. As the digital transformation is changing the way customers interact with financial service providers there are high expectations on our ability to work with data and deliver offers efficiently to customers in the channels they choose. We aim to build customer loyalty through proactive offers and advice based on customer life situations.

Campaign Management Baltic Banking is a unit in Group CVM responsible for sales and interaction plan coordination, development of campaigns as well as securing proper communication principles and data usage based on customer preferences for Baltic business.

Your main responsibilities

Offer Developer is responsible for design and execution of campaigns/offers for private and corporate customers for Baltic business.

- Analyze automated offering requests and data requirements;
- Develop automated offers in campaign management tool Unica;
- Manage automated offers performance and ensure needed improvements;
- Communicate regulary with various counterparties (Sales and Marketing, Digital channels, etc.).

Who are we looking for? You, if you

- Are interested in data aggregation and basic level programming;
- Value team work and have good communication skills;
- Have very good English skills, both oral and written;
- Are eager to improve efficiency and quality within the area of your responsibility;
- Feel strong ownership over your work.

Experience with databases and SQL would be an advantage.

Why do you want to work with me? – Kaire Joosep, recruiting manager

Development is an ongoing process and there is always something new to discover. I value growth in both personal and worklife. Learning is about seeing things from a different perspective and my role is to help improve the vision.

Every person is distinctive and can create more value. I believe that the best in employees can be brought out by balancing of tasks, capabilities and motivation. Being honest, simple and caring are the values for Swedbank and what I strive for as management approach.

Want to know more?

Application date: 05/06/2017

City: Estonia, Latvia, Lithuania

Swedbank is the bank for many people, households and businesses. As a leading bank in its home markets of Sweden, Estonia, Latvia and Lithuania, Swedbank offers a wide selection of financial services and products. We are looking for more employees who share our values - open, simple and caring - and want to contribute to enabling people, businesses and the society to grow. If you have ambition and share our attitude, you will find many challenges here. At Swedbank you have possibilities to grow. It is your drive and commitment that determine how you develop.
If you have questions related to the position, please contact with recruiting manager Kaire Joosep (kaire.joosep@swedbank.ee or phone 372 888 8395). In recruiting related questions please contact with Career Specialist Piret Ploom (piret.ploom@swedbank.ee or phone +372 888 8371).

Swedbank is the bank for the many. As an employer we favour inclusion, support workforce diversity and are leading in gender equality. We welcome all applicants regardless of gender, religion, or other conviction, age, sexual preference, nationality, origin or disability.