

Holm Marcher & Co.

Head of Client Service & Strategy Development for MediaCom

MediaCom is looking for a Head of Client Service & Strategy Development with a strong and proven experience within media strategy and business development for larger clients. A profile who can inspire and lead a senior team of media strategists, maintain powerful relations with existing and new customers, and through solid industry knowledge and a constant drive, provide the best client solutions, develop the portfolio and ensure the agency's solid market position.

About MediaCom

MediaCom is part of WPP Media Agency Group – Group M, and is the largest media and communications agency in Denmark. Founded in 1986, the agency has a long and proud history of transforming communications through systems thinking and optimizing their clients' communications systems as a whole and not just the individual components. For more than 30 years, they have worked within the belief that everything is connected, why they today call themselves a Content and Connections Agency. They constantly reinvent and innovate their ways of thinking to operate in entirely new ways to create the most successful solutions and communications systems for their clients. By operating within the ever changing digital landscape, they hold a strong focus in digital reality and strive for telling the right story to the right people through the right channels. Hence, they not only know how to put content to work, they also use specialist tools and skills to get the maximum effectiveness out of their clients' communications systems and make sense of them. This has resulted in strong customer relationships and several awards nominations and prizes through the years, and their significant client portfolio holds major clients such as Procter & Gamble, Skittles, Gillette, GlaxoSmithKline and Tesco among many others.

MediaCom's culture is characterized by the belief that everything starts and ends with their people, which is the cornerstone of their 'People first' philosophy. With the ambition to make the agency the best place to work, the working environment is constituted of passionate and curious people who everyday is nurtured with enthusiasm and creativity because inspired people create better work for clients.

MediaCom's original and inventive ways of operating have resulted in excessive enlargement, why MediaCom today is a global agency that employs 6,500 dedicated employees in 125 offices in 100 markets around the world.

To strengthen MediaCom's growth further, they are now looking for a Head of Client Service & Strategy Development with a strong strategic focus who can take an active part in the agency's further development of clients and services.

The Position

You will have a key role in the senior management of both the agency and some of the major clients, and with a strong strategic focus, you will set the direction and framework for existing and potential clients.

As the Head of Client Service & Strategy Development, you possess a deep understanding of customer's needs, wants and unexplored opportunities, and you are the main driver of establishing strong and sustainable relationships, directly or through your team of media experts. You will contribute to both MediaCom's and its client's business growth by identifying new opportunities, and be the driver of leading new business efforts and initiatives.

As MediaCom breathes a global set of behaviours and highly values their employees, the position offers the possibility of not just setting your own original touch on projects but also substantial opportunities for efficient collaboration and team building. Hereby, you will have a great role in managing employees and set an example as a leader by showing strong skills within marketing strategy, creativity and client management.

Your main responsibilities:

- You will be the lighthouse of your team and have the management responsibility for 30 – 40 client service and media experts.
- You will convey strategic, creative and state of the art consultancy to prospective clients, and be responsible for developing and executing the agency's new biz strategies together with your team.

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- With great involvement in strategic accomplishments and presentations, you will have a leading role in directing your team in finding, reaching and approaching customers, and subsequently cultivate them to make and keep them satisfied with new services and ideas. Hence, with the right knowledge of customer care and loyalty, your daily work includes conventional nurturing and attention of clients with the aim of ensuring the creation of long-term value for both MediaCom's customers, markets and relationships.
- You will be part of developing and strategizing MediaCom's contact and sales efforts, why you possess the abilities to create new businesses and strategies based on a strong commercial drive and understanding. Hence, you will work with the strategic part of New Biz while your team will execute.
- MediaCom is an agency that always is up-to-date with industry's trends and tendencies, why it is expected that you constantly keep yourself updated on relevant news, and come with both a classic and digital understanding marketing and communication. You can therefore advice clients not only in traditional marketing strategies but also increase the digital presence across channels and platforms.

Your Profile

The ideal candidate holds a Cand.merc or a similar education within marketing or communication and comes with a solid commercial proven track-record of strategic solutions from similar positions in a media agency. You have previously worked in senior positions within the industry such as Strategy Director or Managing Director, and international experience is warmly welcomed.

You possess strong skills within client service and customer management, thus have a natural talent in inspiring and advising clients, and you are engaged in relations and constantly strive for maintaining efficient relationships. Driving new potential customers to the agency along with developing existing ones are facets you find thrilling and motivating, and with a strong and advanced strategic and commercial understanding, you know what it takes to create new business.

You have flair for developing and coordinating projects and you are able to determine the best utilization of resources to increase customer satisfaction. This includes a fine understanding of the digital aspects and tendencies within the industry, and you find it interesting and important to always be well-informed of new and original trends.

As a person, you have a great drive and an extrovert attitude towards your surroundings. You find yourself comfortable among people and you always have an eye for others' needs and wants. When it comes to clients and projects, your approach is proactive and open-minded, and by ensuring a structured work environment neither stress or pressure affect your overview or impact deliveries and deadlines. Furthermore, you have a natural flair for guiding people and employees, why you hold the ability to run projects from A to Z and to motivate and engage internal teams. Moreover are you a salesperson with the right vendor approach to tasks and budgets, why you manage to ensure strong customer profitability.

In discussions and debates, you stand by your own opinions but are always open towards new ideas and solutions, and you are a proficient communicator both written and oral. Hence, you easily formulate and disclose projects and solutions to others and hold the knowledge to personalize and adapt it to your surroundings.

You take pride, are ambitious and passionate about your work, and with a strong strategic mind-set, you strive for making a difference. You thrive within a global environment and have a real interest in generating growth and value for both MediaCom and its clients.

Interested?

If you would like to know more about the position, please contact Klaus Markholt-Hansen at kmh@holmmarcher.dk.