

Holm Marcher & Co.

Head of Insights & Creative Optimization for KAYAK

KAYAK is currently looking for a data minded, robust and ambitious Head of Insights & Creative Optimization with a true desire to build up the Group's new best in class Customer Insight- and Creative Optimisation proposition. The profile worships data driven creativity and through experience from similar roles understand what it takes to formulate solid and actionable data driven insights for marcom related strategies and activations, in a set-up with multiple global and local stakeholders, covering several brands and markets.

About KAYAK

KAYAK is a travel metasearch engine founded in 2004 by Steve Hafner and Paul M. English and is now an independently managed subsidiary of Booking Holdings. KAYAK strives to provide the world's favourite travel planning tools by showing travellers the information needed to find the right flights, hotels, rental cars, and vacation packages among others. The company manages a portfolio of metasearch brands including momondo, Cheapflights, SWOODOO, checkfelix and Mundi, and taken together, the company operates sites in more than 60 countries and territories, and in more than 20 languages. Each year, travellers conduct over 2 billion consumer queries for travel information across KAYAK and its portfolio of brands.

KAYAK counts about 900 employees across their offices. Their employees take great pride in their work and in becoming the best within their area of expertise, and the KAYAK work culture is highly diverse and extremely ambitious. The group is expanding continuously and are now searching for a Head of Insights & Creative Optimization whose focus will be to develop and formalise consumer insights to strengthen the creative initiatives for all the KAYAK brands (KAYAK, momondo, Swoodoo, Checkfelix, Cheapflights and Mundi) on a local and global level.

The position

As Head of Insights & Creative Optimization you will establish and lead the new insight & creative optimization organisation of 2-3 insight and data specialist, in gathering and applying data based, easy digestible consumer segmentation and market insights for the purpose of optimise marcom related creative decisions and activations.

Insight driven consultancy is a crucial part of the role, rather than conducting the actual data development and performance tracking that lies behind, which will be driven by your team and / or by external partners. However, it is important that, as Head of Insights & Creative Optimization, you can brief and prepare specifics on which data and data combinations you need in your advisory work, including the ability to critically review the validity of the data that is being asked for. As a result, it is important that you both have profound understanding of quantitative and qualitative approaches to market research and brand tracking studies, as well as experience with data driven audience & customer segmentation modelling, and that you feel confident to turn those "big insights" into relevant recommendations for a given branding campaign or tactical activation.

You will have the responsibility for a substantial global overview of all customer and brand insights across countries and KAYAK's different brands, and work close with the Global Brand and Product teams in consulting and informing about the best insights to drive brand strategies and competitive marcom activations in order to attract and engage new and returning customers, and to portray which KPI/USP's that are most efficient to use in a given situation. In the role you will hence generate deep local knowledge of the brand position, consumer USP's and user journeys per brand, market and product/services, always with the objective to inform segmentation models and consumer personas, which in turn will be applied in brand recommendations and communication briefs – both brand building and of tactical nature, across media consumer touchpoints.

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The position is inherently global and is based in Copenhagen. You will possess a brand new position and have the responsibility for a completely new team where you will drive a creative transformation based on data and insights and will report directly to Per Christiansen, VP Marketing for momondo and Global Media Buying at KAYAK.

Your specific tasks will be the following:

- Build up a new team of 2-3 insight and data scientists
- Define the new Insight & Creative Optimization framework and roadmap for KAYAK and its brands on a global and local level
- Generate local knowledge of brand position, consumer USP's and user journey per brand, market and product/services
- Lead the build of data driven customer, consumer persona and segmentation models
- Feed insight driven recommendations into brand positioning strategy and planning
- Create insight led briefs to global and local brand and product teams
- Production of insights based communication materials to global and local stakeholders
- Create a set-up that allow for continuous insight driven performance evaluation and optimisation
- Manage external partner relationships (define, activate and maintain)
- Secure team buy in and interest from Senior Global Stakeholders
- Team management

Furthermore, the position requires the following:

- A good understanding of, as well as experience, working with quantitative and qualitative marketing analytics, brand strategy and data driven marcom consultancy
- Excellent analytical skills and an eye for detail
- Highly developed problem solving skills and a structured work approach
- Splendid communication skills (oral and written)
- Solid stakeholder management experience
- A commercial mind-set
- Excellent English skills – any other languages are a huge plus but not needed

Your profile

As an ideal candidate, you have minimum 5-7 years of experience from a similar role with responsibility of leading data based insights and consultancy based on external data. You have experience working globally and have either been in a similar position with a Global B2C marketing driven brand, or a brand tracking agency, where data and insights have been the starting point for ideation, activation and optimization.

To hold the position as Head of Insights & Creative Optimization you will have to be extremely data-oriented and have a good amount of seniority within marketing and branding and thus a strong brand tracking understanding. You have experience with global consumer insights and brand studies, and manage to translate data into relevant marketing-oriented recommendations and conclusions. Furthermore you have experience in managing a team and feel confident to communicate and navigate on VP level.

As a person, you are interested in global marketing activities and find it interesting to work and cooperate with a wide range of functions and personalities across the organization, and from different cultures. You have a great drive and have a good analytical insight and ability to extract the essence of complicated data and analytical framework. In

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addition, you have worked at the crossroads between brand, communication and consumer insights, and have the skills to advise on a holistic, strategic and tactical level.

You are result oriented, structured, well organized and can work under pressure. The position requires that you are resilient, strong-willed and has an extraordinary drive, yet welcoming and possess empathetic and respectful interpersonal skills and understanding of others' attitudes. Most importantly, you are encouraged to take your next career step with KAYAK and ready to take on the responsibility to future proof an important part of the organization.

Interested?

If you would like to know more about the job please contact Klaus Markholt-Hansen on +45 29 91 10 37 at kmh@holmmarcher.dk or Frida Kristensson on +45 31 72 70 55 at fk@holmmarcher.dk