

Holm Marcher & Co.

Corporate Marketing and Activation Manager for Nets

On behalf of Nets, we are looking for an experienced and ambitious Corporate Marketing and Activation Manager with the responsibility of driving corporate marketing activities to reach and fulfil their goals within the roaring FinTech and Payment industry.

About Nets

Nets is a leading provider of digital payment services in the Nordics. The company was founded in 2010 through a merger of the Danish company PBS and the Norwegian company Nordito (formerly BBS and Teller). The company's origin, however, dates back to 1968, and payments have been at the core of their business ever since. Whilst their offerings to merchants, corporates, financial institutions, consumers and wider society may have evolved over time, digital payments of all types remain at the heart of everything they do. Nets forms the backbone of the Nordic payments ecosystem with solutions touching people's everyday lives, often deeply embedded in society. Nets customers are from all corners of society and include banks, corporations, merchants of all sizes and public-sector organisations. For more than four decades, Nets have been instrumental in developing a modern payment infrastructure, with the introduction of a number of successful payment products to the Nordic region, including Dankort, Betalingsservice, NemID, BankID, Avtalegiro and BankAxept. In recent years the company has made significant investments to expand the business across the value chain towards all customer segments – banks, corporates and merchants. Furthermore, Nets has established a dedicated innovation company – Smart Payments – to explore and make best use of emerging technologies and opportunities within the FinTech area. These include Blockchain, Artificial Intelligence, Biometrics and IoT. Nets core values are Accountable, Customer Driven and Togetherness, coupled with a commercial mindset in everything that they do. Nets is working towards realising a one-company approach to development, innovation and doing business, where you'll be encouraged to think across borders and business areas to find new ways of merging products, new technologies and market trends into innovative new solutions.

They want to attract, develop and engage the best talents and you will be working with colleagues across the Nordics. Whether it is innovation or operation that makes you tick, the company structure allows you to build your own career and grow in a business that encompasses all aspects of the digital payment value chain. Nets work in a thriving environment characterized by team play and informality and with plenty of social activities within sports, culture and social network.

The position

As Corporate Marketing and Activation Manager you will be a pivotal element in succeeding with our overall communication and marketing objectives, and a key lever for assuring that marketing will support Nets' growth ambitions in the best possible way. You will be working with a renowned brand in the FinTech and payments industry, where you will be responsible for the ongoing strategic marketing planning, as well as managing and governing marketing execution and activation initiatives on a corporate level. This position has the responsibility of both navigating on a strategic and operational marketing level, so it is important that you have experience within both fields and possess the ability to confidently navigate and combine them.

You will be given the responsibility to ensure innovative and value-adding marketing execution of the Nets brand in the Nordics and possibly new geographies through state-of-the-art industry campaigns and marketing activities. Nets has a very strong focus on continuous innovation, and as the next Corporate Marketing and Activation Manager you see yourself as a natural part of this journey.

To be succeed in this role, you must be able to effectively manage and define a customer intimacy approach on a corporate level, which will include creating a solid and value adding approach to how to activate the Nets brand via events, conferences etc. In relation to this, you will be working closely with different Business Units and the strategy

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function. In addition to effortlessly navigating within the internal organisation, you will also be working external partners and vendors within marketing activation and campaigns, where you will be responsible for managing the relationships with these, and create a running and effective dialogue.

Your profile

As the next Corporate Marketing and Activation Manager you have 5-8 years of relevant experience either from agency as strategic planner or client director, or from a company's marketing organization, where you have a proven track-record to deliver well in mixed team projects. Educationally you have a background within Commercial Marketing Management or similar.

It is important that you are passionate of what you are doing in your daily work and that you take the responsibility of driving things forward to develop both business and yourself. As a person you are very energetic and with a strong desire to challenge status quo and bring forward better and more innovative solutions. This includes an ability to understand and stimulate digital communication and social media activities, as well as identifying, developing and executing meaningful marketing activities and campaigns across various marketing and communication points. You also have a keen understand of strategic marketing elements, tools, and means to effectively do marketing planning, thus being able to translate business specific content into marketing messaging and activities.

As a person you demonstrate initiative, proactivity and curiosity to constantly be explorative in finding new and better ways of working and excel output. You have a hunger to continuously improve own skills and deliveries and desire to learn and develop, while also possessing the ability to engage others and get people aboard – this includes selling ideas and promoting initiatives. Naturally you identify and take ownership of tasks and strive for greatness in processes and deliveries – including time management and budget control. It is important that you present yourself as a fair, skilled and professional representative for the team and have great networking skills. As a colleague you thrive in a working environment where ambitions are high and things occasionally happen fast and with tight deadlines, while having an open and sharing mindset, understanding and nurturing the value of shared goals and victories.

Since Nets is an internationally oriented company it is important that you have exquisite written and oral English skills.

Interested?

If you want to know more about the position, you are welcome to contact Klaus Markholt-Hansen on kmh@holmmarcher.dk.