

## **Holm Marcher & Co.**

### **Digital Strategist for Mindshare Gothenburg**

Mindshare is looking for an ambitious, proactive and outgoing Digital Strategist, who will help develop new digital initiatives within the media industry, and lead the digital media strategies for some of Sweden's most interesting clients and advertisers.

### **About Mindshare**

Original thoughts have always sparked great events, and within media, Mindshare's original ideas changed the industry in 1997. However, Mindshare are not done being original, and they are still as passionate about speed, teamwork and a provocative approach to the existing as they were more than twenty years ago. Through adaptive marketing Mindshare contributes to their client's growth, and their clients count some of the most prominent actors globally.

Mindshare is one of the largest media agencies worldwide with 116 offices in 86 countries. In addition, they are part of GroupM, one of the world's largest media agency groups, as well as the global agency network WPP. In Sweden, Mindshare counts 63 employees; the majority in the Stockholm office and about 14 in Gothenburg.

At Mindshare you get the opportunity to work with some of Sweden's and the world's most ambitious brands, such as AMF, SAS, Netflix, Stadium, Unilever, Volvo and Åhléns. You'll do this together with a team who is passionate about developing their client's business. Moreover, there are vast opportunity for personal and professional development within Mindshare, GroupM Sweden, and their global network.

In order to strengthen their digital competencies further, Mindshare is now looking for a determined and skilled profile for the role as Digital Strategist. The position is based in Gothenburg and is a full-time position with a 6 month trial period.

### **The position**

As Digital Strategist for Mindshare, you will be a key figure in working with clients and finding solutions for their challenges and opportunities within digital communication. In this role, you will be responsible for the digital media strategy, and all recommendations about digital matters from client briefing to recommendations and customer impact. You are a digital frontrunner and you are always in touch with the latest trends and tendencies. You know how to use this knowledge, and are passionate about sharing it with Mindshare and their clients.

You will be working closely with Mindshare's operative project managers, in order to put together the plan that will solve their clients' challenges within media strategy, as well as deliver on opportunities they didn't know they had. You need to be passionate about Martech and preferably have experience working with the technical aspects of it as well as its related systems, as you will be responsible for turning the strategy into media buying, which will be executed by Mindshare's specialists within the digital disciplines (SEM, Social Media, Programmatic). You will also be working with the Digital Planners, who are responsible for campaign structure, implementation, and reporting.

Furthermore, you will be in frequent contact with clients as well as media owners and hence be given the big responsibility of creating innovative and effective solutions for clients, while at the same time managing several stakeholders. Therefore, you must be a strong strategist, as well as creative and efficient, in order to succeed in this role.

You will be reporting to Head of Digital Delivery & Strategy, Fredrik Hermelin.

### **Your profile**

The ideal candidate comes with 2-5 years of experience from another agency, either media or digital, or from a media owner business. Today, you might be in the position of Digital Planner, or a similar role, and you are now ready to take the next step and become a Digital Strategist. Or maybe, you are already a Digital Strategist, but you are ready to take on a role with more responsibility.

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You must be an expert in tech, and we expect you to be experienced within Programmatic, SEM, and Social. It would be a plus, if you have been working with Attribution Modelling. Furthermore, you have experience working with brand building initiatives, and thinking about customer journey, instead of pure performance marketing.

You are a confident and passionate presenter as presenting digital strategies for your clients will be a significant part of the job.

As a person, you are very detail-oriented, but at the same time you are able to work strategically with a helicopter view of things. You must be able to think of the digital channels as a complimenting unit to the wider media mix, with focus on building the brand, and delivering on set KPIs. At Mindshare, they value having a good time at work, and the colleagues respect each other. Therefore, you must be a team player, and enjoy working in an environment where speed and team work are key.

### **Interested?**

If you want to know more about the position, do not hesitate to contact Frida Kristensson on +46 72-3763815 or email: [fk@holmmarcher.dk](mailto:fk@holmmarcher.dk).