

Holm Marcher & Co.

Senior Paid Social Media Specialist for GroupM

On behalf of GroupM we are looking for an analytical, technical and passionate Senior Paid Social Media Specialist for GroupM's [m]Platform and their office in Stockholm. This person is to be a part of a social media-team, and will together with 13 talented people and senior colleagues have responsibility for some of Sweden's largest advertisers, as well as be developing GroupM's Paid Social Media best practices and processes.

About GroupM

GroupM is a part of the global concern WPP and is one of the largest media and communications agency networks in Sweden, consisting of MediaCom, Mindshare, Wavemaker and Quisma. Founded in 1986, the agency network has a long and proud history of creating state-of-the art communication and marketing solutions for large brands all over the world. Due to their size, knowledge and history they are able to constantly strive for innovation and excellence, and delivering the most successful campaigns and initiatives 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.

The position

As the future Senior Paid Social Media Specialist, you will amongst other things, be responsible for building and implementing social media strategies for GroupM's clients. A big part of the job is creating and optimizing campaigns in the various ad systems, as well as leading the subsequent analysis of the gathered data. It will also be your job to based on these and the client's objectives and KPIs, create reports of the results and effects of the campaigns. Furthermore, you will participate in pitch related work and become one of the prominent faces of GroupM's Paid Social Media competencies. Consequently, you will act as an expert both in regards to your colleagues and the clients, and thus help develop and strengthen the skills and qualifications of the entire team.

One of the important tasks of the next Senior Paid Social Media Specialist will be acting as an internal consulting for GroupM as a whole. You will be the go-to-person when it comes to Paid Social Media, and will thus help a wide group of people with a variety of different and exciting challenges. Furthermore, you will formulate best-practices and plug-and-play solutions when it comes to your area of expertise.

Some of your tasks will be:

- Formulate and implement Paid Social Media strategies.
- Creating, driving and optimizing Paid Social Media campaigns, including A/B-testing.
- Data-driven analysis of Paid Social Media initiatives and campaigns.
- Reporting on effects to clients and GroupM functions.
- Internal and external consulting of GroupM's many, diverse agencies and clients on best practices and processes.

At GroupM you will get the chance to work with some of the largest and most interesting brands together with a team who is passionate about digital marketing and cutting-edge marketing technologies. The position is centrally placed in Birger Jarlsgatan in Stockholm in an office characterized by innovation and high ambition. This atmosphere is created by a group of talented and diverse colleagues that represent some of the sharpest minds in the industry in Sweden. Furthermore, the position holds great potential for growth and a steep learning curve is available for the right candidate. On top of this, GroupM values a good work-life balance, and makes sure the distance between leader and employee is never too long.

The new Senior Paid Social Media Specialist will be reporting to Head of Social GroupM Staffan Alm.

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Your profile

To be the right candidate for this position you are a Paid Social Media expert with at least 2-3 years of hands-on experience and a proven track-record when it comes to campaign results and managing client relationships. You are driven by data and is naturally a strong analyst, that enjoys identifying and communicating insights. You can get a little "geeky" when it comes to analysis, but at the same time you are able and like to facilitate your findings in a way that is accessible and understandable to your colleagues and your clients. The ideal candidate is at their finest when they are bridging their technical skills with a strategic and creative mindset. Thus, you are able to deliver stable results, but constantly be innovative and lift your processes and deliverables to the next level.

You have an educational background within marketing, business, mathematics or IT. Maybe you have worked in other analytical positions before, such as accounting or business controlling and has recently discovered your passion and talent for paid social media activation and analysis, or you come from an alike role from a similar agency. To be successful in this role you have experience in working with Facebook Business Manager and the Google Ads platform. You are strong within Microsoft Excel and Powerpoint, and are an effective communicator in both Swedish and English – both verbally and written.

As a person you are highly structured and manage to have an eye for both the smallest details and the bigger picture. You care about creating value and are motivated by results – both your own, your team's and your clients'. It is of utmost importance that you equally enjoy being strategical and executional and has a knack for implementation and optimization.

Since GroupM is a big and diverse organization you thrive when talking to different functions, and like a flexible and ever-changing workday. You are good at stakeholder management, and take pride in being the lead on certain projects and processes. Generally, you are passionate about what you are doing and keep up with the latest trends when it comes to digital and technical marketing solutions and systems.

Interested

If you find this interesting or have any questions contact Senior Consultant Frida Kristensson at +46 72-3763815 or fk@holmmarcher.dk.