

Holm Marcher & Co.

Programmatic Specialist for GroupM

On behalf of GroupM we are currently looking for a highly analytical and passionate Programmatic Specialist to join a dynamic team of 18 and collaborate with them on GroupM's programmatic offerings. The new Programmatic Specialist will be working on everything from strategies and planning, execution, optimization and evaluation of programmatic advertising campaigns for some of Sweden's largest advertisers.

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

GroupM is looking for a Programmatic Specialist for their programmatic team to work on GroupM's programmatic offerings. Specifically, your responsibilities will be to plan, implement, execute, control and optimize campaigns for clients in line with campaign KPI's.

In the role as Programmatic Specialist you will contribute to programmatic strategy development and planning, from technical capacity to contextual opportunities, and provision of relevant recommendations and estimates for various types of campaigns, based on learnings and performance evaluations of previous and existing campaigns.

All of this will be done in close collaboration with the rest of the programmatic team, counting 18 talented people, as well as your peers at the aforementioned GroupM agencies.

In short, your tasks will include:

- Operational execution and implementation of programmatic advertising campaigns.
- Setting up campaigns and handling target groups within GroupM's in-house developed DMP.
- Continuous performance monitoring and optimization of campaigns as well as development of the programmatic channel.
- Generating learnings for future implementations based on the analysis of campaigns and performance values.
- Campaign evaluation and reporting.

Since GroupM is currently growing quickly, in addition to your daily tasks it is important that you have a natural drive and are able to run with your own ideas in order to contribute to the continuous growth. Additionally, the role can be tweaked into a more senior position given that you come with the right level of experience, professional qualifications and seniority.

At GroupM, you will get the opportunity to work with many of Sweden's most ambitious brands together with a team who are highly passionate about digital marketing and marketing technologies. You will be working in centrally located offices at Birger Jarlsgatan in Stockholm in a group characterized by innovativeness and big ambitions. The dynamic atmosphere is marked by talented people with various backgrounds, who represent some of the strongest profiles in the Swedish industry.

With this role, you'll have ample opportunity for personal and professional development. Furthermore, GroupM offers a good work/life balance and makes sure that the distance between managers and employees is never too far.

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The new Programmatic Specialist will be reporting to Chief Digital Product and Partnership Officer, Kenny Spångberg.

Your profile

The ideal candidate for the position comes with a relevant higher education, a passion for marketing and a solid digital and technical understanding. Ideally, you have 2 years of experience from a similar role at a digital media agency, as it is important that you have a deep understanding of the digital media landscape.

Moreover, it is an advantage if you have experience working with DSP/SSP, Ad Ops or campaign management, HTML or Javascript.

It is essential that you are a person who is able to maintain a high productivity and handle multiple priorities at the same time. You work flexibly, are rigorous in everything you do, and are highly analytical and detail oriented by nature. It is moreover crucial that you are genuinely passionate and curious about systems and that you are interested in acquiring the skills to work with new ones.

Importantly, you can see yourself join a highly skilled and well-functioning team, and taking part in the exciting journey that GroupM is on.

Interested?

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