

Holm Marcher & Co.

Digital Lead for MediaCom in Stockholm

Would you like to lead the digital innovation, business development and strategy implementation for exciting brands at one of Sweden's biggest and most successful media agencies? If you are a driven and brave profile with a passion for digital communication, tech, and leadership, you might be MediaCom's new Digital Lead.

About MediaCom

MediaCom is a group of people, who share the understanding that all their activities are connected in a bigger system of owned, earned and paid channels. This gives them a chance to think and act in entirely new ways. By focusing on people, technology and insights they optimize the business as a whole in order to create the best possible growth for their clients. For MediaCom people makes the difference and they call themselves "system thinkers". For them, being a skilled navigator in the digital world makes you a superstar. People First, Better Results.

Their offices are located in both Stockholm and Gothenburg, from where they work with many exciting brands within different types of industries. They are owned by WPP, one of the world's biggest network of advertising agencies, PR agencies, research companies and media agencies.

Read more on their [website](#).

The position

In the position as Digital Lead, you are the right combination between a digital expert and a project manager with responsibility for managing your own clients. You will be a key figure in working with your clients' digital strategy and activation, and responsible for best practice when it comes to both digital strategies and implementation. Furthermore, you will work as an internal advisor and have close collaboration with central functions within GroupM.

As Digital Lead you will be an important sparring partner for your client's digital development and function as an advisor within digital media and data-driven marketing. You have a solid understanding of the role of different types of digital media and platforms in the digital ecosystem. You will work closely together with the client team, insight team, and specialists to bring forward strategies and recommendations.

In the position as Digital Lead, you will lead a team of planners, specialists, and coordinators, and be a part of MediaCom's digital team. You will report directly to Head of Digital Tom Kelly.

Your profile

To fit in the position as Digital Lead at MediaCom you need a good understanding of the broader media landscape as well as broad and deep digital skills. You are proactive with an insight into what the future media landscape will look like. To succeed in this role, it is essential that you are a creative, efficient and a strong project manager.

You should have at least 5 years' experience in working with digital media and have spent several years at a media or digital agency, as an understanding of the consultancy business is essential. You have a strong track record when it comes to creating results, a commercial mindset and a strong eye for details whilst still being able to see the big picture.

As Digital Lead you are expected to have clear visions and a strong passion for creating growth for your client's businesses. You have strong organizational skills and are able to create well-functioning collaborations as well as leading different departments and external teams. You are a team-player whilst being good at delegating tasks to your team and colleagues.

Most importantly, you can see yourself becoming part of MediaCom's future journey and wish to play an active role in the direction they are taking.

MediaCom offers

A senior position with the mandate to drive and develop digital services and products for your clients together with your team. A global media agency network with deep roots in and access to analysis, insight, and research. An opportunity for personal and professional growth in a successful agency with high ambitions. A flexible, strategic and creative workspace located in central Stockholm. An amazing group who makes a difference for their clients on a daily basis.

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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.