

Holm Marcher & Co.

Campaign Manager for MediaCom

MediaCom Sweden is looking for a talented and tech-driven Campaign Manager, who is passionate about digital, tech and communication to join one of their Client Pods teams. The new Campaign Manager will work closely with the Planners as well as the Digital Leads, and will be an important part of the team that will drive the digital strategy and activation for some of Sweden's most interesting advertisers.

About MediaCom

MediaCom is part of WPP Media Agency Group - GroupM, and is one of the largest media and communications agency in Sweden with offices in Stockholm and Gothenburg. By focusing on people, technology and knowledge, they optimize the entity as a whole to create growth for their customers.

Founded in 1986, the agency has a long and proud history of transforming communications through systems thinking and optimizing their clients' communications systems as a whole and not just the individual components. For more than 30 years, MediaCom has been helping people, brands, and businesses unlock their growth potential through their unique Systems Thinking approach. They constantly reinvent and innovate their ways of thinking in order to operate in entirely new ways to create the most successful solutions and communications systems 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. This has resulted in strong customer relationships and several awards nominations and prizes through the years, and their significant client portfolio holds major clients such as Adidas, Reebok, ComHem, Tele2 and Richemont.

MediaCom's culture is characterized by the belief that everything starts and ends with their people, manifested in their mantra, "People First, Better Results". By putting People First, MediaCom delivers Better Results for their clients. With the ambition to make the agency the best place to work, the working environment is constituted of passionate and curious people who everyday is nurtured with enthusiasm and creativity because inspired people create better work for clients. MediaCom's original and inventive ways of operating have resulted in excessive enlargement, why MediaCom today is a global agency that employs 6,500 dedicated employees in 125 offices in 100 markets around the world.

The position

The new Campaign Manager will be a part of a team consisting of Planners and a Digital Lead, who reports directly to the Head of Digital. As the new Campaign Manager for MediaCom, you will use your technical skills when working with Adservers in the MarTech ecosystem, setting up digital campaigns and also optimize the campaigns to reach targeted KPI's. It is important that you are a natural project manager, as you will be working with several different campaigns, for various clients and in different ad management systems simultaneously.

Your key tasks will include:

- Developing and implementing campaign strategies based on customer insights and delivering on the overall customer experience together with your team.
- Collect, QA and troubleshoot creative assets
- Being responsible for setting up and QA campaigns on Adservers (with use of the Google Ads platform and Google Analytics) and other ad activation tools and systems such as Facebook Business Manager.
- Closely collaborating with the Planners and Digital Lead in ensuring the timely and successful execution of automated communication through for example Adobe or DoubleClick Campaign Manager.
- Communicating with internal and external stakeholders to ensure alignment, so that the customer experience is both connected and consistent across all channels.
- Monitoring different campaigns to ensure follow-up and ad optimization.

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- Provide insights and input to the overall digital strategy in collaboration with Planners and Digital Lead.
- Creating and following up on implementations of pixels, monitoring and ensuring proper functioning of the data flows.

You will assist with many different technical tasks, so therefore you must have a technical understanding and skillset, when it comes to Digital Media and MarTech. You will be responsible for ensuring effective delivery of digital media plans and for driving the day-to-day execution of digital ad delivery to meet the clients' expectations. Furthermore, you are responsible for campaign statistics as well as bookings and information about the campaign materials. The Campaign Manager will report to the Digital Lead.

Your profile

The ideal candidate for the position as Campaign Manager is a tech-driven profile, who has a great understanding of MarTech and Digital Media, and who comes with a relevant education from this field. You should have experience working with Adservers, and good technical skills as well as understanding. You know how campaigns should be set up, and ideally, you have 2 years of experience from a similar position in a media agency or perhaps from working for a publisher. Alternatively you come from an Ad Operations or Performance Marketing background, yet have a good understanding for the full consumer journey and campaign management process.

To fit in this position you need to be fluent in Swedish and/or English - both in speech and in writing. As a person, you are hardworking and have a great eye for details. You should also be outgoing and good at working with other people, as the position includes a lot of work with other MediaCom specialists. You have a great drive and a will to learn, and you have a passion for digital media that will motivate you to go far. Furthermore, you are a real team-player, who is able to keep calm under pressure, and tackle different challenges.

Most importantly, you can see yourself become part of MediaCom's future journey and wish to play an active role in the direction it will take.

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.