

Holm Marcher & Co.

Strategic Planner for Verizon Media

Verizon Media Group is looking for a structured and analytical Strategic Planner who will be part of their Sales / Client team and play an essential role in developing and presenting strong strategies that can transform how people communicate and how content is distributed. Based on research, insights and experience within media and online marketing, you will help win new clients and excite existing clients, local as well as global.

About Verizon Media

Verizon Media, a subsidiary of Verizon Communications, is a media technology company with a mission to simplify the internet for consumers and creators by unleashing the world's best builders of culture and code and is the 4th largest online property in the U.S. with approximately 200 million monthly consumers of its premium brands. They transform how people communicate and transact and is at the centre of disruption of how content is produced, distributed, consumed and monetized by connecting publishers with advertisers on both its global and programmatic content, advertising platforms as well as through partnership with other agencies.

Verizon Media is home to media, technology and communication brands that nearly 900 million people across the globe love and trust, and is a leading international company in creating what's next in content, advertising, and technology for small, medium and large businesses within both the public and private sector, wholesale and resellers, with brands such as Yahoo, TechCrunch and HuffPost.

Verizon Media Copenhagen as a working place

The Copenhagen hub offers a dynamic and international environment with employees from across the globe. You will experience a fast-paced but fun atmosphere that inspires each individual to be curious, grow and succeed hand-in-hand with colleagues. The "We" spirit is one of the important Verizon Media Nordic values which is encouraged and acknowledged in our everyday actions at the office. You will meet and become part of a strong team-spirit created by talent, diversity, and personality. That's Verizon Media Nordics!

The position

As Strategic Planner for Verizon Media Nordics, you will become part of the company's Sales team in which you will be responsible for developing media, brand and campaign strategies for existing clients. You will also play a key role in creating insightful and strong new biz presentations. With great drive and natural curiosity, you will be in charge of performing research and insights into online trends, markets and consumer behaviour.

Verizon Media Nordic is strong within branding, positioning and engagement and has today a wide range of international clients. As Strategic Planner, you will be part of developing existing client relations and the company's new biz activities and collaborate with the rest of your team in developing presentations, strategies, models, processes, and plans – all to expand the client portfolio.

With a holistic mindset, you see and understand the challenges of today's clients, thus understand that a strong brand itself is not selling. Therefore, CX, marketing innovation, digital and cross-channel strategies are all areas of your interest, and you strive for developing your competencies within these fields even further.

Your profile

The ideal candidate comes with a master's degree within communication, marketing, cand.merc. or similar, holds excellent communication skills in English, oral as well as written, and relevant experience from another agency is a plus. Moreover, you come with an understanding of developing marketing strategies and strategic plans, are familiar with online and digital marketing, and finds it motivating to create new and innovate solutions based on tendencies and digital

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developments within the industry. Moreover, you have experience with research and insights, and know how to read and use data.

As a person, you are structured and organized. You possess a strategic and data driven mindset and enjoy working with an analytical approach. With a strong drive and a 'can-do' attitude, you engage yourself in teams and projects with commitment and enthusiasm, which you maintain even under pressure and with more than one task at hand. Thereto, you take your responsibility seriously and are not afraid of leading the way towards victory, but are at the same time an empathetic team player who enjoy sharing your thoughts and listen to other people's ideas. At last, you are eager to be part of an international media technology company and ready to take on today's challenges and seize tomorrow's opportunities within a large and vibrant community.

Interested?

If you want to know more about the position, please contact Malene Friis Bentzen on +45 2747 8989 or mfb@holmmarcher.dk.