

Matas Group – Social Performance & Insights

(maternity cover)

Build the performance and learning capability behind our Nordic Social presence

Matas Group is transforming how we work with Social across Denmark, Sweden, Norway and Finland. Across Matas and KICKS, we are building a more connected Group approach with shared strategies, frameworks and learnings that help us scale what works while maintaining strong local relevance.

We are looking for an experienced and senior **Social Performance & Insights** profile for a 12-month maternity cover help lead, drive and develop our shared performance and learning capability across Social.

Our ambition is simple: move from reporting what happened to understanding **why it happened, what we can learn from it and what we should do next.**

Turn Social performance into stronger content and better decisions

You will shape how we measure, understand and learn from Social performance across Matas and KICKS, combining strong analytical capabilities with a solid understanding of Social Media and creative judgement.

This is both a strategic and hands-on role. You will drive our performance setup and turn data, content analysis, Social Listening and cross-market learnings into clear recommendations for our Social strategy and content.

Reporting to the Head of Social, Influencer & Content Strategy, you will work closely with Social teams across our four markets and act as a strategic sparring partner as we build our future Group Social setup.

Your key responsibilities will be to:

- Build our Group Social performance setup:** Develop shared KPIs, measurement principles, benchmarks, dashboards and recurring learning cadences across markets and platforms.
- Turn performance into action:** Analyse performance and content across platforms and markets, identify patterns and performance drivers, and translate them into clear recommendations for strategy, content and execution.
- Connect data with creativity:** Combine quantitative performance data with qualitative analysis of the content itself, from hooks and storytelling to formats, creators and execution, and turn learnings into actionable guidance for Social and creative teams.
- Bring strong platform understanding:** Stay close to TikTok, Instagram, YouTube and other relevant platforms and understand how algorithms, audience behaviour and platform mechanics influence content performance.
- Drive test & learn and Social Listening:** Build a structured approach to experimentation and use Social Listening to identify customer signals, trends and opportunities that can inform strategy and content.
- Make our tools work harder for us:** Work hands-on with platforms such as Sprinklr across reporting, analytics and Social Listening, while partnering with our Digital Platforms & Projects team on larger technical developments.
- Scale learnings across markets:** Identify relevant patterns across Denmark, Sweden, Norway and Finland and make sure learnings are shared and applied across Matas Group. Use AI to accelerate analysis, surface patterns and reduce manual work.

Your profile: Bring analytical strength, Social expertise and creative instinct

You are an experienced and senior profile with a strong analytical mindset, a solid understanding of Social Media and a genuine curiosity about why content performs the way it does.

Your background may be within **analytics, insights, strategy, media or Social Media performance**. What matters most is your ability to connect data, platforms and content and turn complex findings into clear, actionable recommendations.

You are comfortable diving into dashboards and data, but you can also look beyond an engagement rate or retention curve and identify whether the real learning sits in the hook, format, storytelling or execution.

We imagine that you bring:

- Strong experience within analytics, insights, strategy, media or Social Media performance, with solid experience applying this to Social platforms and content.
- Strong analytical capabilities and the ability to identify patterns across data, content, platforms and markets.
- A deep understanding of major Social platforms, content formats, algorithms and the signals that influence performance.
- Creative judgement and the ability to turn quantitative and qualitative insights into clear strategic and creative recommendations.
- Experience with measurement frameworks, reporting, test & learn, Social Listening or customer insights.
- Strong communication and stakeholder management skills, with the ability to make complex findings simple and actionable.
- Experience with Sprinklr or a comparable Social Media Management, analytics or Social Listening platform is a strong advantage.
- An AI-first mindset and curiosity about how technology can help us analyse faster and work smarter.

Location: You can be based in Copenhagen (Allerød, Nørrebro) or Stockholm (central), with hybrid working options. If based in Stockholm, you should be comfortable travelling to Copenhagen regularly.

We invest in you

At Matas Group, our purpose is ...for beautiful lives, being your true companion throughout all stages of life. When you thrive personally, you shine professionally. That's why we actively invest in mental health, employee growth, leadership development, and a flexible and inspiring workplace where you feel safe, supported, and empowered. With us, you will work alongside kind and supportive colleagues who dare to be bold and pursue ambitious goals with determination and accountability – without compromising the relationships with our customers, partners, or each other.

We are here to win...and we want you to be a part of it. At Matas Group you become part of the No.1 Nordic beauty and wellness retailer with 500+ stores across Denmark, Sweden, Norway and Finland, where more than 5,000+ employees come together to offer a broad portfolio of loved brands and expert advice to our customers.