

# Matas Group is looking for a Promotions Project Manager – temporary role (12-18 months)

## Improve promotion planning and execution across Matas Group

We're looking for a Promotions Project Manager to join our Group Campaign Excellence team and to strengthen what and how we plan, coordinate, and execute promotions across Matas Group.

This role combines operating model improvement with strong commercial understanding. You will play a key role in improving our promotion workflows, ways of working, and cross-team collaboration, while also helping ensure our campaigns are commercially sharp and impactful. You will work closely with campaign, commercial, and CRM teams to create clarity, alignment, and momentum across the full promotion lifecycle.

## Drive end-to-end promotions

In this role, you will be responsible for improving the end-to-end promotions operating model across Matas Group, covering planning, coordination, and execution.

You will identify inefficiencies, bottlenecks, and manual processes in current workflows and actively work to simplify and streamline how we operate. A key part of your role will be to leverage AI tools and automation to improve planning, reduce complexity, and increase speed and quality across the promotion lifecycle.

You will establish clear processes, roles, and ways of working across campaign, CRM, and commercial teams, ensuring strong cross-functional alignment on priorities, timing, and dependencies. At the same time, you will support the development of a more coherent and commercially strong campaign offering.

Acting as a connector across teams, you will help ensure smooth execution, stronger collaboration, and fewer last-minute escalations.

## What success looks like

- A clearer, more efficient promotions operating model with defined roles and workflows
- Noticeable reduction in manual work and process complexity through AI and automation
- Faster and more scalable campaign planning and coordination
- Stronger alignment across campaign, CRM, and commercial teams
- Fewer bottlenecks and less last-minute firefighting
- Campaigns that are better coordinated and commercially stronger
- Stakeholders experience clarity, structure, and effective collaboration

## Project Manager with strong commercial mindset

We expect you to have strong project management experience, ideally in complex, cross-functional environments, you bring a commercial mindset and understand what drives campaign performance.

You bring experience in improving processes, operating models, or ways of working, and you are comfortable using AI tools such as ChatGPT, Copilot, or similar to enhance workflows and productivity. You are naturally curious about how automation and AI can replace manual processes and support better decision-making.

As a person, you thrive in environments with ambiguity, where you can create structure and drive initiatives from idea through to implementation. Furthermore, you are proactive, pragmatic, and focused on getting things done.

Bonus if you have:

- Experience from a top-tier consulting firm (e.g. McKinsey, BCG, Bain) or similar strategic/operational roles
- Experience working with process automation or digital tools
- Experience implementing AI-driven workflow improvements

## What's in it for you?

Here at Matas Group, our purpose is ...for beautiful lives, being your true companion throughout all stages of life. We are guided by our 3 core values: Results, Relations, &You and you'll find that you are welcomed as the person you are, supporting you on your personal and professional journey and together we create the best place to grow.

Your day-to-day benefits include:

- Flexible working hours with the possibility of working from home or from our office in Købmagergade, Copenhagen.
- A culture based on collaboration, an open mindset and the willingness to challenge status quo.
- Opportunities for professional and personal development.

