

# Media Strategist for Matas Retail Media (maternity cover)

**Frist:**

**Tiltrædelse:**  
Soonest

**Lokation:**  
Rørmosevej 1, 3450 Allerød

Are you passionate about media strategic consulting and media planning, and would you like to be part of Denmark's most ambitious retail media team? Then we have the perfect job for you!

In the role of Media Strategist, you will be responsible for developing, advising, and creating digital campaign strategies for our suppliers. You will help make Matas the preferred retail media partner. You will have a broad interface across Matas Retail Media and close collaboration with our suppliers as well as other internal stakeholders. Through this, you will have the opportunity to influence the daily results we deliver to our suppliers. You will report to the Head of Retail Media at Matas, and this is a temporary position for 12 months starting from August 1, 2025.

Your tasks will include:

- Developing media strategies for brands based on data and insights from, among others, Club Matas
- Digital campaign consulting and ongoing media strategic sparring with Matas' suppliers
- Close collaboration with project managers in Matas Creative Agency, who handle creative production & execution of supplier campaigns
- Preparation and handling of presentations for suppliers
- Ongoing supplier care in collaboration with other internal stakeholders

## Your profile

You have at least 2 years of experience with digital media strategy, media consulting, and planning from a media agency, media house, or similar, and thus have a good understanding of digital disciplines.

You are outgoing and enjoy communicating your messages to suppliers and internal stakeholders. You are highly performance-driven and always base your strategic recommendations on data and insights. You are passionate about and curious about new digital media.

- You are skilled at assessing and communicating data
- You have in-depth knowledge of various digital media platforms and understand how to integrate them into a media strategy
- You are used to collaborating with internal and external stakeholders and feel comfortable presenting
- You are commercially minded and can sell the product
- You are proficient in English and Danish, both written and spoken
- You have an interest in/knowledge of online tools
- You are well-versed in PowerPoint, Power BI, GA, and Excel

## 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:

- A dynamic and collaborative work environment with a focus on innovation and excellence.
- Competitive salary and comprehensive benefits package.
- Opportunities for professional development and advancement within the organization.
- 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.

If you're ready to join a dynamic team with a strong mission, we want to hear from you!

The recruiting is on-going and once we've found the right candidate the position will be closed – we look forward to hearing from you. Further questions regarding the job and challenges can be directed to the Head of Retail Media at Matas, Kathrine Rønhof Karstensen, at phone number: +45 31216087.

