

Matas Group is looking for a Promotions Insights Lead

– temporary role (12-18 months)

Drive smarter campaigns through data-driven insights

We're looking for a Promotions Insights Lead to elevate how Matas Group learns from campaigns and turns insights into better commercial decisions. As part of the Group Campaign Excellence team, you will play a key role in strengthening how we work with data, insights, and continuous improvement across the organization.

This role sits at the intersection of CRM, promotions, and advanced analytics - but it is not about running campaigns; it's about ensuring we continuously improve them.

You will define how we measure success, structure learnings across Matas and KICKS, and make sure insights actively influence future planning.

Shape how we measure, learn, and improve

In this role, you will take ownership of how Matas Group works systematically with experimentation and campaign learnings.

You will define and evolve a test & learn framework for promotions across the group, supported by robust measurement methodologies such as A/B testing, incrementality, and causal inference. At the same time, you will establish clear measurement standards and KPIs, ensuring a consistent and scalable approach to evaluating campaign performance.

A core part of your role will be to analyze campaign results and translate data into actionable insights. You will build and drive a group-wide learning agenda, prioritizing key hypotheses and ensuring that learnings are synthesized across campaigns, banners, and channels. To create real impact, you will ensure that insights are statistically valid, comparable, and scalable - and that they are actively embedded into future planning. This requires close collaboration with campaign teams, CRM, and commercial stakeholders, where your ability to influence without direct ownership will be key.

What success looks like

- Campaign decisions are increasingly data-driven, not opinion-driven
- Clear and consistent measurement standards across the organization
- Learnings are actively used in future campaign planning
- Fewer repetitive discussions - more focus on what actually works
- A structured and trusted experimentation and learning culture across Matas Group

Advanced analytics profile driving commercial impact

You bring a strong foundation in data science or advanced analytics - within fields such as statistics, econometrics, mathematics, or similar - and have hands-on experience with experimentation and A/B testing.

You are comfortable working with large datasets, writing queries in SQL, and ideally coding in Python or similar tools. More importantly, you are able to translate complex analytical outputs into clear, actionable recommendations for the business.

You likely have experience working with marketing, CRM, or commercial performance data, and you are confident operating in a cross-functional environment where influence matters more than formal ownership. As a person, you are structured, curious, and driven by creating measurable impact.

Experience within retail, promotions, or CRM, as well as familiarity with BI tools or experimentation platforms will be considered an advantage.

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.