Matas Group is looking for a Senior Digital Project Manager – Digital Transformation

Help shape how digital delivery works at Matas

Matas Group is transforming how customers discover, choose and buy beauty and wellbeing products across the Nordics. We are looking for a senior Digital Project Manager to help turn complex digital ambitions into coordinated delivery.

You will join **Digital Project Excellence (DPE)** within Digital & Commercial Tech and work across digital products, platforms, technology, markets and suppliers.

This role is particularly suited to someone who can create progress in complex environments where the structure, processes and tools are still developing.

Two capabilities are especially important

You can execute before everything is in place

You are a senior project professional with strong judgement and the ability to move initiatives forward without relying on a fully standardised toolbox, mature processes or perfect documentation.

You can:

- Quickly understand what matters in complex and partly defined situations.
- Create enough structure to establish direction, ownership and momentum.
- Decide what needs clarification, what can be solved pragmatically and what should be escalated.
- Navigate uncertainty, changing priorities and competing perspectives.
- Influence stakeholders and drive decisions without formal authority.

You do not wait for the perfect conditions before creating progress. You use project-management methods as practical tools, adapting them to the situation at hand.

You can understand AI and turn it into action

You have a strong understanding of AI, its potential and its limitations, and you can apply that understanding in a project-management context.

You can:

- Understand an emerging AI vision, even when it is still abstract.
- Translate AI opportunities into concrete outcomes, decisions, dependencies and next steps.
- Identify the process, data, ownership and system foundations needed for delivery.
- Help turn new AI capabilities into realistic initiatives that can be tested and implemented.
- Assess where AI can improve project planning, reporting, decision-making and ways of working.

You do not need to be an AI developer. You do need to be confident and curious enough to understand AI and help the organisation turn its potential into practical results.

What you will do

You will:

- Lead complex digital, technology, e-commerce or transformation initiatives from planning through launch and transition.
- Translate strategic ambitions into clear outcomes, scope, plans, ownership and decision-making structures.
- Coordinate Product Owners, Platform Owners, technology teams, commercial functions, markets and external partners.
- Manage dependencies, risks, issues, decisions and changes throughout the delivery lifecycle.
- Facilitate alignment, remove blockers and create momentum across teams.

•Apply and improve DPE’s project standards, planning models and ways of working.
•Use AI and automation pragmatically to improve project information, reporting, knowledge flows and follow-up.

Product, commercial and technical owners will remain accountable for their respective decisions. Your role is to connect these responsibilities through clarity, coordination and follow-through.

What we are looking for

We believe you bring:

•Proven experience leading complex digital, technology, e-commerce or transformation initiatives.
•Strong project-management skills, sound judgement and a track record of delivering results in complex environments.
•Experience coordinating multiple teams, platforms, markets, suppliers or organisational units.
•Strong stakeholder-management, facilitation and communication skills.
•The ability to translate broad ambitions into practical plans and clear next steps.
•Sufficient digital and technical fluency to ask the right questions and challenge assumptions.
•A practical understanding of AI and how it can be applied to project delivery.

Formal methodology certification is not essential. We are more interested in your ability to understand what matters, create the right structure and help people move forward.

Why Matas Group?

At Matas Group, our purpose is to be a true companion throughout all stages of life and contribute to beautiful lives.

You will join a collaborative and ambitious environment where people are encouraged to take ownership, challenge existing ways of working and create meaningful impact. We invest in employee growth, leadership development, mental health and a flexible workplace where people can thrive.

Practical information

Location: Allerød, Denmark
Start date: 1 February 2027
Application deadline: 30 November 2026

Applications will be reviewed and interviews conducted on an ongoing basis.