

Regional Biddable Media Lead, MW Europe-CEAB

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Company: Mars

Location: Olen

Category: other-general

Job Description

Creation and ownership of a holistic biddable media strategy and its execution (in collaboration with agencies) including recommended tactics for each individual brand, based on business goals and communication objectives

Provide regular media consultation to the brand teams and other cross-functional internal and external partners on all matters related to biddable social & programmatic media

Manage planning, execution and optimization of biddable social & programmatic media campaigns for multiple active brands within Mars Wrigley portfolio, in close coordination with agency partners, including:

- Lead agency partners in identifying and validating appropriate investment levels
- Lead implementation of biddable social & programmatic media best practices
- Prioritize optimizations to drive greater effectiveness and efficiency and eliminate overlap, redundancies and inefficient investment
- Lead agencies in audience development, implementation and refinement through rigorous data analysis
- Collaborate with HI, DT, agency partners, media vendors and measurement partners to identify, develop and implement test & learns for biddable social & programmatic media, and then package/present the results, including via Learning Agenda progress recaps, in-campaign reporting and frequent share-outs with brand teams, global partners and cross-functional partners
- Partner with agency to report biddable social & programmatic media performance on a quarterly basis through a quantitative scorecard, to gauge learning agenda progress,

and to help the brand teams and marketing directors understand performance and recommended actions Author monthly performance reports, communicating overall progress, and highlighting any priority initiatives

What can you expect from Mars?

Work with over 130,000 diverse and talented Associates, all guided by the Five Principles.

Join a purpose driven company, where we're striving to build the world we want tomorrow, today.

Best-in-class learning and development support from day one, including access to our in-house Mars University.

An industry competitive salary and benefits package, including company bonus.

Mars is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. If you need assistance or an accommodation during the application process because of a disability, it is available upon request. The company is pleased to provide such assistance, and no applicant will be penalized as a result of such a request.

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