

VACANCY.

Atida - Head of CRM

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| Location | : Amsterdam |
| Salary | : TBD |
| Number of hours | : Fulltime |
| Employment | : Permanent |

Are you looking for your next great marketing role? As Head of Media for Atida you will have the unique opportunity to help launch a new health/wellness brand while owning the media and performance marketing strategy for a business which already operates in multiple countries across Europe. Check out the Dutch site [here](#), the German site [here](#).

At Atida, we are on a mission to help you make better decisions about your health. From proactive to curative, no matter your goals, we will offer an experience that will always revolve around you. We believe in a future where the journey towards health and wellbeing becomes a trusted and truly personal experience. Atida is one of the largest online pharmacies in Europe, with a mission to redefine what "online pharmacy" actually means. Together with an individually tailored supplements program offered by [Atida Pure](#), we want to help you make better decisions about your health and become the go-to place for personalised, honest and scientifically backed advice with great products to improve your wellbeing. We have local presence in countries in Europe. Currently we are scaling up our international head office in Amsterdam.

About the vacancy Head of Media

As Head of media you report directly into the CMO of Atida. You will be responsible for creating the strategy and driving the execution of all full funnel paid media efforts (from awareness to acquisition with a strong focus on paid digital channels but expanding to offline and search engine optimization tactics).

- Define the entire media strategy (across markets, platforms and funnel)
 - Define ideal channel mix, budget allocation process and reporting
 - Define Media Content strategy
- Team: Over time, establish the proper level of resources needed to reach our goals
 - Help define the strategy for local media teams
 - Identify and manage external agencies/vendors
 - Define the internal team requirements (central and local)
 - Hire, train and coach team members
- Tech: Help driving the vendor selection, implementation and optimization of all ad tech solutions
 - Collaborate with the tech team to identify key ad tech platforms needed across the organization
 - Lead marketing automation projects (focused on media and tech but not only)
- Foster communication and collaboration between the central and regional marketing organizations

- Define ways of working to gather necessary information from the local teams (eg on product launches, seasonality etc) and share proper data reporting to inform on performance of all media efforts
- Help drive cross-functional projects that may require performance marketing support
 - New product / brand launches
 - Future Re-platforming exercises
 - Definition of Marketing and technology

About you

This role requires someone who combines strong digital media expertise, intelligence, curiosity and maturity. You have worked on e-commerce and/or subscription type propositions. You may have worked in a media agency but having client side experience is a must.

As Head of Media you have:

- At least 9 years of media experience (with strong focus on paid digital and performance marketing channels)
- Experience working in international organisations (with multi-country scope)
- High motivation for building things from scratch and can balance a strategic high level view with an hands-on approach
- Experience in planning and managing media budgets
- Lead media teams for at least 4 years (also working with remote teams), and managed media agencies
- Experience with Martech / ad tech (ability to define requirements for tech team to execute on)
- Strong communication and interpersonal skills, with the ability to build relationships and credibility
- Strong analytical and problem solving skills
- Ability to be independent, multi-task, and deal with time pressure in an unstructured environment; ability to work through uncertainty and ambiguity

What's in it for you?

You get the opportunity to work in a start-up environment, while working on a European scale with highly talented and motivated people. You are challenged and coached to set the highest standards and get the most out of yourself.

Join the team of Mattia Santin



Mattia is CMO at Atida with 14+ years of experience across ecommerce, retail, mobility, travel and healthcare. He knows a thing or two about media, growth, team building, strategy and solving problems... He also has pretty good survival skills (raising two little children).

Interested in this vacancy? Please contact Werner Spronk via +31 (0)6 14 43 54 36 or werner.spronk@newpeople.nl.