

(Junior) Digital Data Strategist (m/w/d)

(based in London/ or homebased)

As a (Junior) Digital Data Strategist EMEA (m/f/d) at Acxiom, your mission is to help our clients, partners and stakeholders to understand and work with available data to drive data driven digital campaigns. By joining our team, you have the chance to explore in-depth knowledge of data sources, methodologies and the ever-evolving digital marketing ecosystem across EMEA markets.

KEY RESPONSIBILITIES:

- Consulting regarding all aspects of data types, data sources, target groups and activation on all available digital channels
- Partnership management and sparring partner for clients, agencies and internal projects relating to digital marketing campaigns
- Touchpoint for all stakeholders within the digital advertising process flow by supporting, evaluating and activating their targeting requests
- Target group calculation, audience size determination and activation on all available digital destinations and partner platforms
- Project Management for digital audience creation and activation on multiple platforms

SKILLS & QUALIFICATIONS:

- Analytically oriented degree or comparable education
- Ideally experience in the areas of digital marketing and data analytics
- Strong attention to details & analytical personality
- Advanced Microsoft Office skills (Excel, PPT), bonus for knowledge of PowerBI and affinity for SPSS, R, SAS
- Team player that takes responsibility for the tasks assigned
- Structured and self-organized combined with open and strong communication skills and confidence to present to clients & internal teams
- Fluent in English. German is a plus

WHAT WE OFFER:

- A motivated and supportive team with flat structures in a futureoriented, international company
- The chance to work and connect international and build your network within an international operating marketing environment with household names
- You will have the opportunity to take on responsibility for tasks and actively contribute to our team
- Flexibility and ownership on how and when you are most productive
- Diverse and inclusive culture that enables everybody to be the best version of themselves
- A competitive salary including an attractive bonus model complete our offer

At Acxiom, we celebrate difference and believe this makes us stronger. We are equal opportunity employers and committed to championing an inclusive culture that provides a sense of belonging for all our employees. We do not discriminate against any applicant based on age, disability, race, colour, ethnicity, national origin, gender, sexual orientation, gender identity, religion, belief, marital status or any other characteristic protected by law.

If you need any adjustments to ensure our recruitment process is fully accessible to you, then please contact the Hiring Manager.

Contact person: Ewa Jodko

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Acxiom is a customer intelligence company that provides data- driven solutions to enable the world's best marketers to better understand their customers to create better experiences and business growth. A leader in customer data management, identity, and the ethical use of data for more than 50 years, Acxiom now helps thousands of clients and partners around the globe work together to create millions of better customer experiences, every day.

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