

Manager Communications Design Nike

[Apply Now](#)

Company: Mediabrands

Location: Netherlands

Category: other-general

Initiative is different to other media agencies.

We are not trapped by a legacy structure primarily centered on paid advertising. Instead, we are liberated by a new world structure designed to deliver highly differentiated and highly effective communications strategies for our clients. We are the world's fastest growing media agency built upon the strongest strategic capability of any agency in the market. Core to this strategic proposition is the belief that the faster a brand can move through culture the more relevant it can become.

We call this Cultural Velocity™.

Our process is designed to create ideas that move through culture through unique insight, market leading analytics and strategic media brilliance. Our model is comprised of "craft centres" – Client Advice and Management, Strategy, Communications Design, Partnership and Culture, Insights & Analytics.

Initiative is Nike's and Jordan brands media agency of record for EMEA, responsible for strategy, integrated media planning and activation, measurement, and data & technology services across 34 countries. Partnering with Nike is an extraordinary opportunity requiring extraordinary talent. Our vision is to build the best integrated team connecting brand and performance to deliver best in class outcomes. The Nike Initiative EMEA team is a highly

diverse team, attracting the sharpest emerging and established media experts across all disciplines in the industry. With the chance to grow and do great work people all over the region will see, admire, and respond to.

*If you have a body, you are an athlete.

Position Summary

NIKE Inc. is the world's leading designer, marketer, and distributor of authentic athletic footwear, apparel, equipment, and accessories. Founded by Bill Bowerman and Phil Knight in 1972, Nike has grown over the last 50 years into one of the most valuable, most loved and most emulated brands in the world, singular in its ability to create cultural conversation within the world of sports and fashion and far beyond.

Nike's mission is to bring inspiration and innovation to every athlete* in the world; a mission expressed every day through product design, digital and physical retail consumer experiences, and brand communications.

Key Responsibilities

WITH THE CLIENT

- Responsible for the delivery of accurate, impactful inputs that power the client's communications plan and grow their business.

INTERNALLY

- Support on the development of Connections Architectures via Velocity Planning to guide all Territories on how best to deliver on communications tasks across all touch-points.
- Work with the Associate Director and Partnerships team to develop the RFP to develop the best possible plan for the communications idea.
- Manage the team output and development of the flowchart grounded in the communications idea, including oversight of the plan being accurately to address the business goals.
- Manage aggregation of media plans and budgets (planned and actualized) across all markets for distribution to EMEA HQ.
- Manage budget forecasting from annual to weekly, inclusive of delivery metrics forecast (for ad-hoc & always-on campaigns).
- Develop and provide channel allocation recommendations at a Geos and Territories level for

each initiative.

- Ensure the communications ecosystem extends beyond paid through the integration (and quantification) of owned, earned and shared impacts.
- Lead the best practice production of audience and communications data and intelligence for the development of the communications plan, utilizing relevant tools and techniques.
- Contribute to the ideation team sessions in conjunction with the Strategy team and relevant SBU to generate creative & compelling connections idea.
- Responsible for the timely, accurate delivery of day-to-day requests from the team.
- Responsible for regular trend identification, culture and competitive analysis for client.

COMMERCIALLY

- Contribute to the involvement of Bluestream SBU's.

Desired Skills & Experience

Bachelor degree in related field or equivalent work experience.

Comprehensive experience in integrated planning role in media, publisher / vendor, or communications discipline (digital, content).

Media planning skills must be polished or able to be developed.

Category or audience experience as relevant per assignment.

Experience in managing or developing staff.

Ability to delegate and oversee direct reports.

Excellent written, verbal communication and presentation skills.

Strong time-management and organizational skills.

Required PC proficiency and solid working knowledge of Microsoft Office (MS Word, Excel, PowerPoint, etc.).

We are Mediabrands!

IPG Mediabrands is the media holding company of, among others, UM, Initiative, Kinesso,

Yune & Magna, offering services such as media strategy, research, planning, procurement, creation, activation, and design. Alongside 450 colleagues, we strive to surprise and challenge brands and marketers. The emphasis on our growth culture is evident through traineeships for our young professionals, development programs, and a culture of continuous learning.

Our people are the heart of our company. We are a company of Challengers, focused on collaboration as one family. Diversity strengthens us, and we aim for an inclusive culture where equal opportunities take center stage. Regardless of age, disability, race, gender, sexual orientation, or any other legally protected characteristic, we invite all applicants to be part of our team. We believe in a workplace where everyone can thrive, and we encourage diverse talent to join our team. We are 'The House of Challengers!'

[Apply Now](#)

Cross References and Citations:

1. [Manager Communications Design Nike Searchukjobs Jobs Netherlands Searchukjobs](#)
2. [Manager Communications Design Nike Luxuryjobs Jobs Netherlands Luxuryjobs ↗](#)
3. [Manager Communications Design Nike Fitnessjobs Jobs Netherlands Fitnessjobs ↗](#)
4. [Manager Communications Design Nike BeauticianjobsJobs Netherlands Beauticianjobs↗](#)
5. [Manager Communications Design Nike Workfromhomejobs Jobs Netherlands Workfromhomejobs ↗](#)
6. [Manager Communications Design Nike CounselorjobsJobs Netherlands Counselorjobs↗](#)
7. [Manager Communications Design Nike Musicjobs Jobs Netherlands Musicjobs ↗](#)
8. [Manager Communications Design Nike Kashmirhub Jobs Netherlands Kashmirhub ↗](#)
9. [Manager Communications Design Nike Searchcanadajobs Jobs Netherlands Searchcanadajobs ↗](#)
10. [Manager Communications Design Nike Shanghaijobs Jobs Netherlands Shanghaijobs](#)
11. [Manager Communications Design Nike KualalumpurjobsJobs Netherlands](#)

Kualalumpurjobs ↗

12. Manager Communications Design Nike Searchcanadajobs Jobs Netherlands

Searchcanadajobs ↗

13. Manager Communications Design Nike ScrumjobsJobs Netherlands Scrumjobs ↗

14. Manager Communications Design Nike HrjobsJobs Netherlands Hrjobs ↗

15. Manager Communications Design Nike CleanerjobsnearmeJobs Netherlands

Cleanerjobsnearme ↗

16. Manager Communications Design Nike Germanyjobs Jobs Netherlands Germanyjobs

17. Manager Communications Design Nike Astronomyjobs Jobs Netherlands

Astronomyjobs ↗

18. Manager Communications Design Nike Doctorjobsnearme Jobs Netherlands

Doctorjobsnearme ↗

19. Manager communications design nike Jobs Netherlands ↗

20. AMP Version of Manager communications design nike ↗

21. Manager communications design nike Netherlands Jobs ↗

22. Manager communications design nike Jobs Netherlands ↗

23. Manager communications design nike Job Search ↗

24. Manager communications design nike Search ↗

25. Manager communications design nike Find Jobs ↗

Source:<https://nl.expertini.com/jobs/job/manager-communications-design-nike-netherlands-mediabrands-6b6cf1df68/>

Generated on: 2024-05-06 by [Expertini.Com](https://nl.expertini.com/)