

# Are you ready to go above and beyond market research?

**We're building the future of digital measurement products for brands and advertisers. Are you our new Head of Digital?**

## About Userneeds

Userneeds is one of the leading Market Research companies in the Nordic countries - and was founded 20 years ago. Thanks to a unique business model which enables large-scale recruitment of panellists, our market research panels are among the largest online panels in these countries. This gives us the opportunity to run surveys within specific population segments, so that our clients gain access to valuable and instantly usable information about their specific target group.

Besides quantitative analysis based on panel surveys, we also perform qualitative research in our own focus group facilities.

Userneeds currently consists of more than 50 colleagues with various educational backgrounds and nationalities. At Userneeds, ideas and actions are not far apart and that - combined with our unique social community and flat structure - makes the company a special place to work. Our main office is in the heart of Copenhagen, but we also have smaller offices in Stockholm, Norway and Finland where the same core values are present.

## About the position

Userneeds' portfolio of digital products continues to grow, and we need a new colleague to take our new products above and beyond. As Head of Digital, you will be driving the development our products in cooperation with our IT/Development team and our clients. You will be working with internal projects, as well as clients facing external projects ensuring timely delivery and accountability towards project budget and timeline. You will also provide insight and guidance for our sales-teams during RFPs and champion our new products and methodologies.

You will be working in a small but growing digital team, that we expect you will help shape in the next few years.

Our digital product portfolio means having touchpoints across our company, working within an open-minded and flat organizational structure, that prides itself with an international mindset and multi-cultural talent-mass.

As the owner of the portfolio, you're responsible for the daily challenges, and know how to drive solution-oriented approaches to both internal and external stakeholders' requests.

You'll be using your vast experience within project management, product development and scoping technical/commercial feasibility for products – to help shape our future growth.

## The Head of Digital will

- Be product owner
- Have development and maintenance responsibilities for the Data and Insights platform and digital product suite
- Lead, plan and implement projects in an agile but structured manner together with our strong team of tech developers
- Be a client-facing evangelist of our offerings in this space
- Have commercial P&L responsibility
- Constantly analyze and find improvements in workflow, process and products based on internal data

## We expect that the right candidate is

- Possibly has a background from a Danish media agency and preferably knowledge on planning and execution of digital campaigns.
- Highly experienced with digital campaign analytics – you know what to look for when analysing brand performance and digital advertising data
- Has a data-driven approach combined with strong communication skills
- Knows the language of digital technology when it comes to building audiences and digital data services
- Are used to working with strong professionals in the related areas of commercial sales and IT-development
- Proficient in the agile ways of working
- An aspirational personality that really want to push the envelope in not just creating innovative new products from data but also in bringing them to market

## Application & Resume

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