

Marketing Specialist (Sweden)

Do you want to shape how Swedish consumers discover and buy home appliances?

As our new Marketing Specialist, you will take ownership of planning and executing online campaigns and content for our Swedish brands Tretti and Skousen, with campaign activity also extending into our physical stores.

Understanding what truly resonates with the target audience is key, as you will develop and execute compelling, inspirational content and strong campaigns based on product, category and customer insights.

Your key responsibilities will include:

- Creating clear and inspiring briefs for our Creative and Media teams
- Ensuring seamless campaign execution – from launch to follow-up
- Aligning online campaigns and activities with relevant stakeholders
- Driving content across owned channels with strong, relevant calls to action
- Ensuring consistent brand execution across Tretti and Skousen in the Swedish market
- Developing strong and structured go-to-market plans

This is a role for someone who understands audiences, translates insights into action and makes sure great ideas are carried all the way through to execution.

About you

You may have experience from retail, e-commerce, agency or brand marketing environments. What is most important is that you have demonstrated that you can:

- Translate customer insights into effective campaigns
- Manage multiple stakeholders and move projects forward
- Combine creativity with commercial thinking
- Take ownership and deliver with a high level of quality
- Thrive in a fast-paced environment where priorities evolve

Why join Whiteaway Group?

We are a digital-first retailer with an entrepreneurial mindset and ambitious growth plans across Scandinavia.

You will join Group Marketing, a team of more than 25 specialists who challenge each other, learn from each other and share a passion for creating marketing that drives real business results.

Here you will find:

- High impact and significant responsibility
- Short decision-making paths and the ability to influence
- A collaborative and informal culture
- Flexibility and a high degree of trust
- Strong opportunities for professional growth and development

Practical information

This position can be based in either Stockholm or Aarhus.

We will screen and interview candidates on an ongoing basis, so please don't hesitate to apply.

Need more information? Contact Mette Mackrill Andersen at mea@whiteawaygroup.com.

Please note that applications are only accepted via the apply button.