



## **Job Title: Junior Creative Planner**

### **About Spotzer**

Spotzer Media Group ([www.spotzer.com](http://www.spotzer.com)) provides small businesses with full service solutions for creating and maintaining online content that search engines and social networks reward with high exposure. Our solutions feature websites, videos, mobile sites and social media, with all packages including a combination of upfront creative production and ongoing services to refresh, redistribute and further optimize content to improve search rankings and engage followers.

Based in Amsterdam and with offices in the United States and Australia, we have produced online presence for more than 54,000 satisfied small businesses in 16 countries. We were founded in 2006 and are backed by major US and European venture capital investors.

### **Position**

This is not a traditional planning job. We work in very high volumes and we work fast. If you're willing to break many traditional advertising rules, you're going to love this job.

As Creative Planner you'll be responsible for the communication strategy for clients across a wide variety of business categories in different markets. You will write and revise creative briefs and be involved during the production process to ensure the quality of our products. You'll be the reference person in all matters related to the communication strategy for our individual clients and will work closely with Producers, Account Managers and your colleagues within the Strategy Team.

You will also be involved in special innovation projects, developing new tools, researching new technologies and participating in the creation of prototypes and pilots. Working in a fast paced environment, you'll be involved in many different strategic projects running simultaneously and will help us develop our approach to creating quality communications for SMEs.

The position will be based in our Amsterdam headquarters.

### **Primary tasks & responsibilities:**

You are a strategic and creative thinker that is able to quickly adapt and thrive in an ever-changing environment. You are comfortable defining a strategy, reviewing creative work and providing solid feedback, always keeping the consumer in mind.



**spotzer**

get noticed. win customers.

## Qualifications and Experience

- You have a degree in Communication, Marketing, Psychology, Media Studies or related field. We also welcome applications from graduates from technology related studies who have experience in communications.
- You are an excellent writer.
- You're fluent in English (if you speak other languages, even better).
- You can put together a mean PowerPoint presentation.
- You understand excel is a necessary evil, and fully embrace it.
- You're totally comfortable working with remote collaboration tools (think Google docs, video conferencing, online brainstorm, e-boards, etc).
- You have great attention to detail and can work independently.
- Design experience is a HUGE plus.
- Basic knowledge of SEO principles (e.g. on-page keyword optimization).

## We offer

- A great opportunity to gain planning experience in a wide variety of industries and develop new communication products.
- Competitive compensation.
- Young, dynamic office and an international environment.
- Personal training and development.
- A very exciting, fast-growing venture capital backed company.

## Contact & Deadline

If you think that you meet these requirements and you're ready to join a dynamic, international company that is growing rapidly, send your letter of motivation and resume, **before the 15<sup>th</sup> of March 2012**, to Willem Wijnans, HR Manager at: [recruiting@spotzer.com](mailto:recruiting@spotzer.com) (Telephone number: +31 20 305 4135).

For more information about the position contact Ale Manes Rossi, Senior Strategist at [arossi@spotzer.com](mailto:arossi@spotzer.com).

No agency solicitations for this position will be considered.