

# Closing the Competence Gap

*(AKA "Watson project")*





How do we know which  
competencies our students  
should master?

Which are getting more important,  
which are diminishing or taken for  
granted?

# Structure

- What have we done
- How far are we
- What hurdles have we meet
- What is next step



## Top 10 skills

### in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility



### in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



# Sources of insights

- Educational guidance board
  - Visits to internship companies
  - Partner companies
  - Split opinions on competency needs
  - Poor or missing data/evidence
  - Idea is to get better evidence of competency needs of employers of our students, through research of job-adds and business influencers.
- 

# Understanding demand?

- Ask Companies or organisations about their expectations.
- Employment statistics
- Analyze demand after new employees

## Way forward

- Interviews with 25 CMO experts
- Analysis of job-adds within sales and marketing
- Analysis of structured data (XML tags)
- Analysis of unstructured data – job add text

## What does experience mean?

- Come up with any phrase you can think of that illustrates some kind of experience?

- You will work with
- You have experience with
- You have studied ...
- You have heard about ...
- You are using ...
- You have knowledge about ...
- You know how to ...
- You are familiar with
- You have tried ...
- Etc.



+ 3.000 job-adds analyzed  
– many more on the way!

phbusiness

**ofir**.dk  
gør jobbet

**M** DANSK  
MARKEDSFØRING



## Data sources

- Danish Marketing Association
- OFIR – job portal
- Web Crawling any job add that have been posted since may 2018 on a daily basis (820.000+)
- Without any tagging, but improving step by step
- With various domain specific taggings

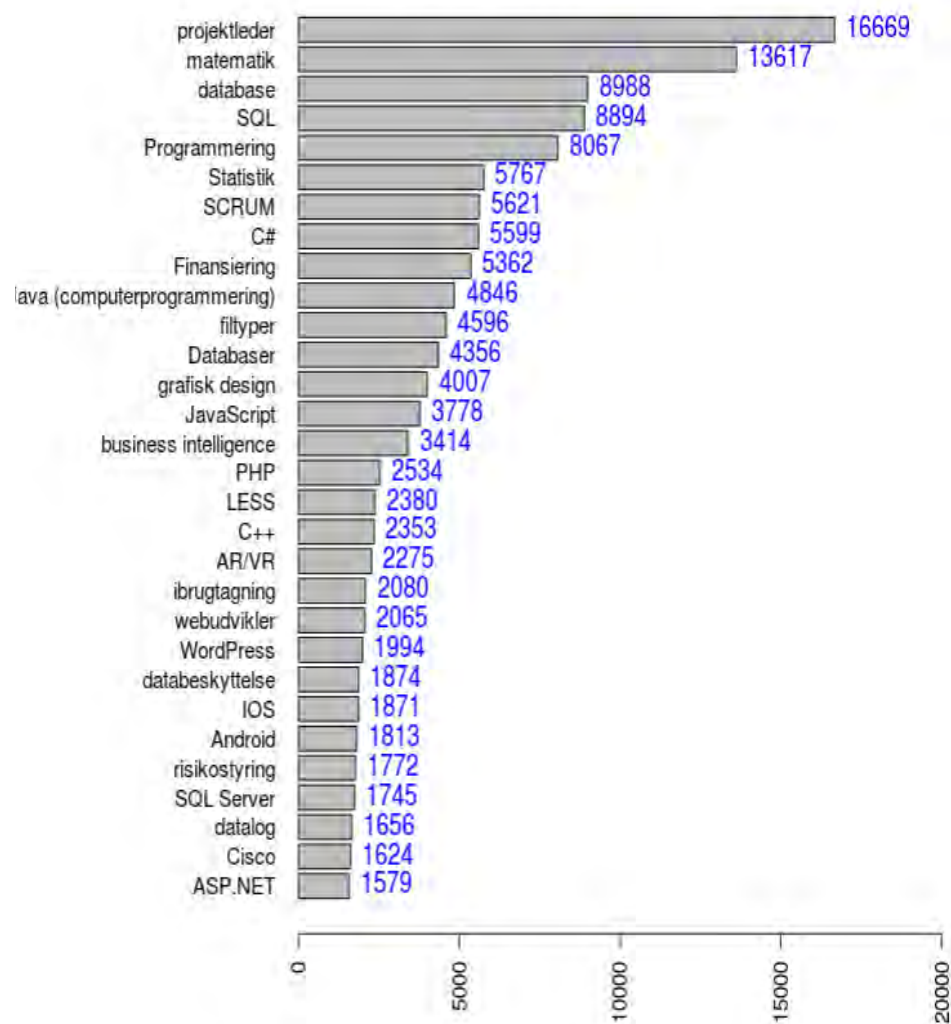
# Tools

- IBM Watson
- Text analysis
- POS – Part of speech tagging
- Semantic analysis
- Natural language processing (NLP)
- Annotations
- Machine learning
- Deep learning
- AI

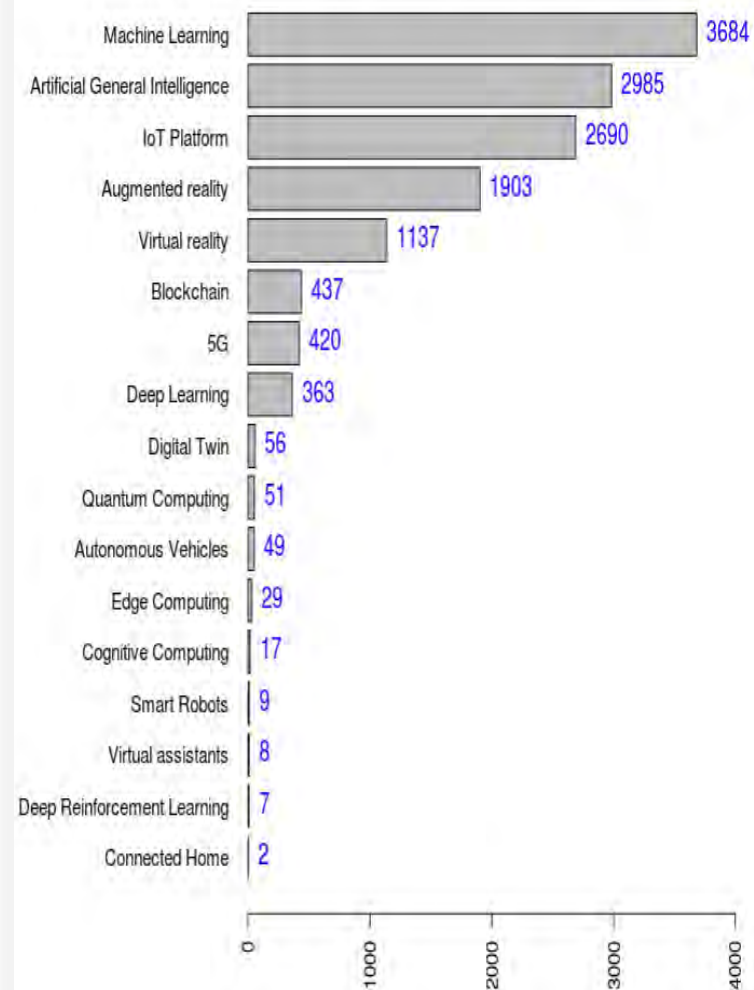
## The 2 platforms

- Watson Analytics
- <http://94.18.238.22:8393/ui/analytiCS>
- Research Platform
- <https://forskning.eaa.dk/>

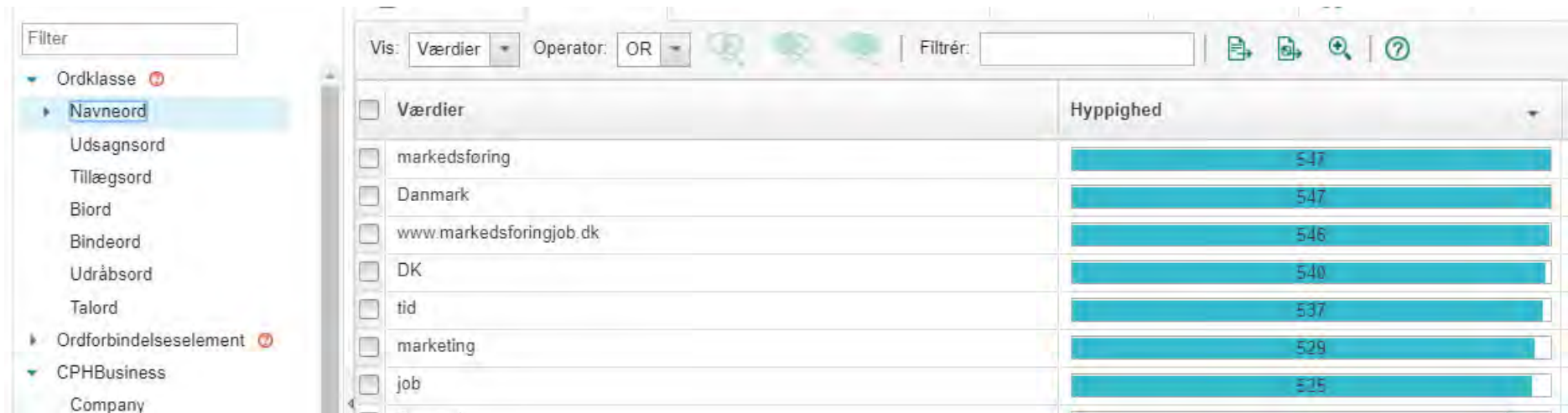
Kompetencer i jobopslag  
Alle regioner fra 2017-10-07 til 2019-11-06.



Kompetencer i jobopslag  
Alle regioner fra 2017-10-07 til 2019-11-06.



# First run with data from job adds



Værdier	Hyppighed
markedsføring	547
Danmark	547
www.markedsforingjob.dk	546
DK	540
tid	537
marketing	529
job	525

# Refined a bit (Soft skills)

<input type="checkbox"/> Værdier	Hyppighed
<input type="checkbox"/> relationer	226
<input type="checkbox"/> struktureret	147
<input type="checkbox"/> social	71
<input type="checkbox"/> positiv	68
<input type="checkbox"/> Relations	55
<input type="checkbox"/> sociale	53
<input type="checkbox"/> planlægge	51
<input type="checkbox"/> engageret	44
<input type="checkbox"/> positive	38
<input type="checkbox"/> relations	31



# Machine learning

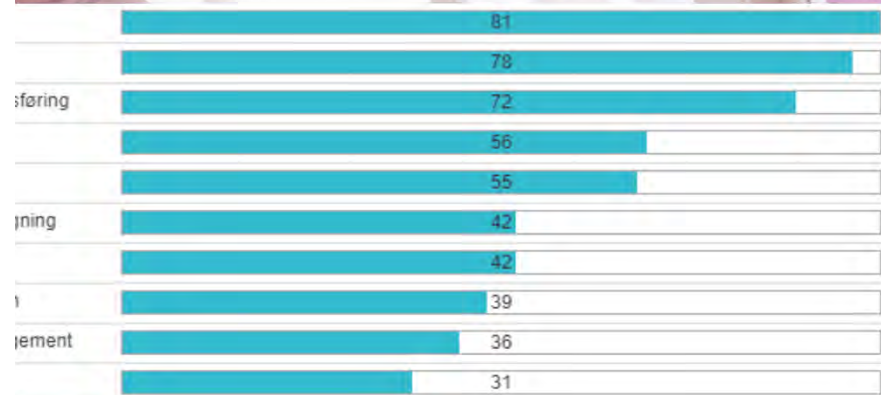
<input type="checkbox"/> Værdier	Hyppighed
<input type="checkbox"/> Du arbejder struktureret	9
<input type="checkbox"/> Du er struktureret	8
<input type="checkbox"/> Du er nytænkende og ser muligheder i det meste	3
<input type="checkbox"/> du er struktureret	3
<input type="checkbox"/> Du er positiv	2
<input type="checkbox"/> du arbejder struktureret og kan holde mange bolde i luften	2
<input type="checkbox"/> du arbejder struktureret	2
<input type="checkbox"/> Du er iderig og nytænkende og er i stand til at bevare overblikket selv i meget hektiske perioder	1
<input type="checkbox"/> Du er iderig	1
<input type="checkbox"/> Du er engageret og viser initiativ overfor kunder og kollegaer	1
<input type="checkbox"/> Du er struktureret og god til at bevare overblikket samt formår at holde fokus på at nå dine mål	1
<input type="checkbox"/> du arbejder struktureret med sans for detaljen	1
<input type="checkbox"/> du er positiv	1



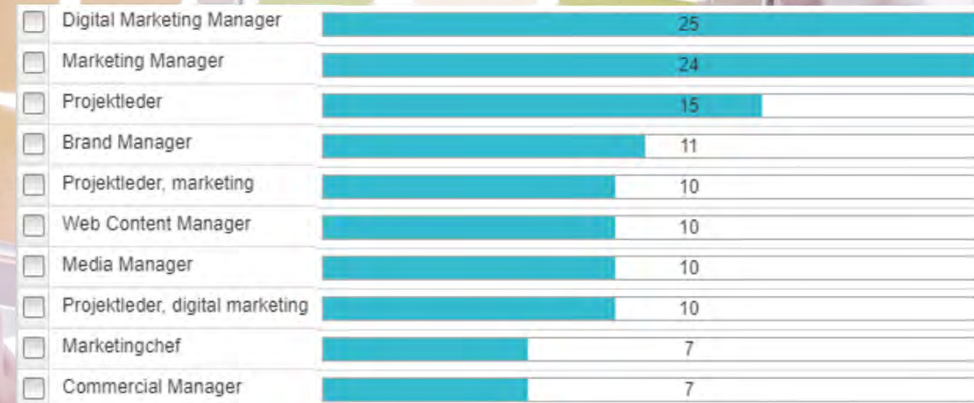
# ML

- Analysing “experience”
- Analysing – marketing/business mindset without business terminology
- Text strings

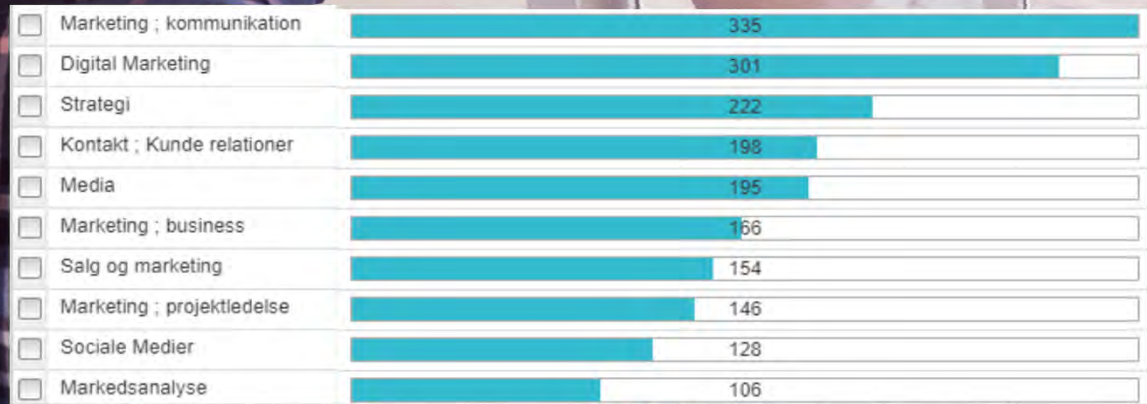
# Experience



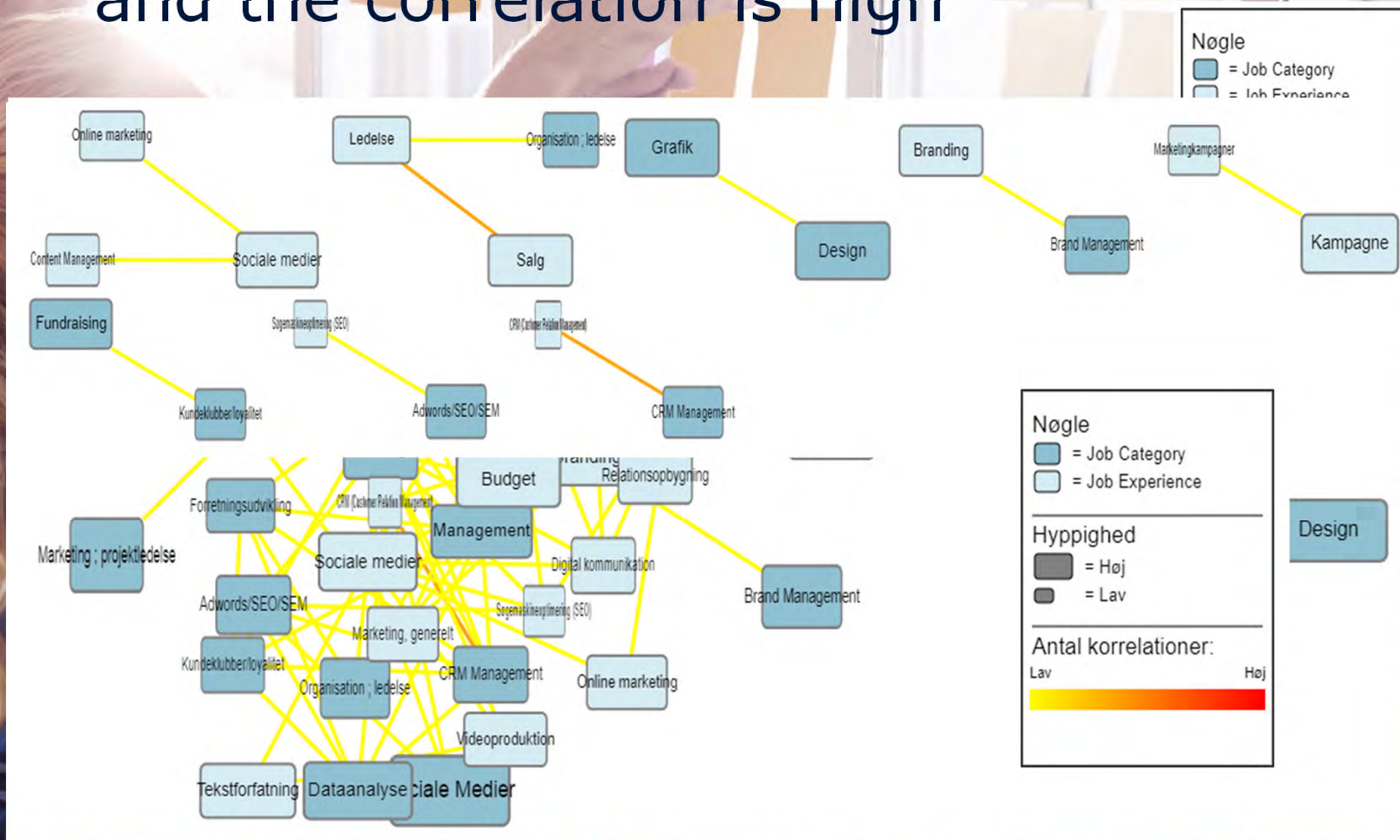
Title/Name of job position



# Jobtypes



# 301 jobs where "digital" is in the add and the correlation is high





# Soft skills

From the authors\* of best-seller *21st Century Skills*  
 CHARLES FADEL\*, MAYA BIALIK, AND BERNIE TRILLING\*



## FOUR-DIMENSIONAL EDUCATION

THE COMPETENCIES LEARNERS NEED TO SUCCEED

Prologue by Andreas Schleicher, OECD

"A very thoughtful treatment of the competencies our students need to thrive in today's (and tomorrow's) world. This book will help educators understand and navigate the critical choices we are facing."

-Carol Dweck, Stanford University

Essential Qualities	Associated Qualities and Concepts (non-exhaustive)
<b>Mindfulness</b>	Self-awareness, self-actualization, observation, reflection, consciousness, compassion, gratitude, empathy, growth, vision, insight, equanimity, happiness, presence, authenticity, listening, sharing, interconnectedness, interdependence, oneness, acceptance, beauty, sensibility, patience, tranquility, balance, spirituality, existentiality, social awareness, cross-cultural awareness, etc.
<b>Curiosity</b>	Open-mindedness, exploration, passion, self-direction, motivation, initiative, innovation, enthusiasm, wonder, appreciation, spontaneity, etc.
<b>Courage</b>	Bravery, determination, fortitude, confidence, risk taking, persistence, toughness, zest, optimism, inspiration, energy, vigor, zeal, cheerfulness, humor, etc.
<b>Resilience</b>	Perseverance, grit, tenacity, resourcefulness, spunk, self-discipline, effort, diligence, commitment, self-control, self-esteem, confidence, stability, adaptability, dealing with ambiguity, flexibility, feedback, etc.
<b>Ethics</b>	Benevolence, humaneness, integrity, respect, justice, equity, fairness, compassion, kindness, altruism, inclusiveness, tolerance, acceptance, loyalty, honesty, truthfulness, authenticity, genuineness, trustworthiness, decency, consideration, forgiveness, virtue, love, care, helpfulness, generosity, charity, devotion, belonging, etc.
<b>Leadership</b>	Responsibility, abnegation, accountability, dependability, reliability, conscientiousness, selflessness, humbleness, modesty, self-reflection, inspiration, organization, delegation, mentorship, commitment, heroism, charisma, followership, engagement, leading by example, goal-orientation, focus, results orientation, precision, execution, efficiency, negotiation, consistency, socialization, diversity, decorum, etc.

# Among 548 adds from DM

<input type="checkbox"/> Værdier	Hyppighed
<input type="checkbox"/> Mindfulness	361
<input type="checkbox"/> Lederskab	332
<input type="checkbox"/> Resiliens	174
<input type="checkbox"/> Nysgerrighed	127
<input type="checkbox"/> Etik	95
<input type="checkbox"/> Mod	87

# Among the 361 in the category "Mindfulness"

<input type="checkbox"/> Værdier	Hyppighed
<input type="checkbox"/> udvikling	300
<input type="checkbox"/> fokus	150
<input type="checkbox"/> organisation	107
<input type="checkbox"/> indsigt	71
<input type="checkbox"/> engagement	63
<input type="checkbox"/> indsats	59
<input type="checkbox"/> Organisation	48
<input type="checkbox"/> loyalitet	39
<input type="checkbox"/> Udvikling	39
<input type="checkbox"/> energi	39
<input type="checkbox"/> tilstedeværelse	35
<input type="checkbox"/> vision	26
<input type="checkbox"/> initiativ	25
<input type="checkbox"/> humor	25
<input type="checkbox"/> passion	22

# The analysis

220.xml

05/09/2017 23:47:33

... mulighed for at få en essentiel rolle i vores marketingafdeling, hvor du får ansvaret for vores 1:1 ... som har stor **fokus** på kundeoplevelsen. TELMORE Marketing: Du bliver en del af et ungt og dynamisk ... at drive koordinering, prioritering, **udvikling** og opfølgning af 1:1 aktiviteter, som primært består ... Dette baseret på forretningsprioriteter, **indsigt** i og segmentering af TELMOREs kunder, som gøres i ... CLM ;; Du besidder stærke kommunikative evner ;; Du er selvstændig, kreativ og initiativrig ;; Du ... tid; Du brænder for dit fag, og har altid kundens behov i **fokus**; Ansøgning og kontakt: ; Stillingen ... jobbet, er du velkommen til at kontakte marketingchef Marc Østerskov på mail [span style="text-align: right;">a href="mailto:maost@tdc.dk" maost@tdc.dk](mailto:maost@tdc.dk) "> 2016 ...

219.xml

05/09/2017 23:37:03

... søger en Digital Senior Strateg 2667879 Kontrapunkt A/S Vi søger en ny kollega, der kan gå forrest, ... i brandoplevelsen, og **udvikling** af digitale services og produkter spiller en større og større rolle ... værdi for brugerne og bruge den **indsigt** som fundament for innovative digitale produkter og services ... til brand**udvikling** ind i den kreative proces og forener strategi og designtænkning i relevante og ... med positiv effekt på kundernes forretning og **organisation**. Som Digital Senior Strateg arbejder du ... vores kunder med at udvikle deres brands med særligt **fokus** på nytænkning af digitale kontaktpunkter ... i verden; **At lytte** til nye gode idéer og give plads til at handle på de allerbedste; En tempofyldt ... på bitcoin; At gå ligeså meget op i din **udvikling** og dit karriereforløb som du selv gør; Periode Så ...

218.xml

05/09/2017 23:37:03

... Finder du det spændende at omsætte vores kunders ønsker om øget medlems**loyalitet** og nye dialog ... Vi har specialiseret os i stordrift og **udvikling** inden for medlemsservice, aktuarservice, fonds ... arbejde med vores kunders **udvikling** og optimering indenfor digitale løsninger og kanaler. Specifikt ... handler det om at planlægge, gennemføre og forvalte dialogprogrammer på vores marketing automation platform ... **indsats**, hvor vi har stort **fokus** på servicedesign og arbejdet med data, **indsigt** og intelligens. Du ...; Kan dokumentere resultater i forhold til opbygning af medlems-/kunde**loyalitet**. Du er langt fremme ... Din troværdighed og **pålidelighed** værdsættes af kunder og kollegaer. Har du også kendskab til ... 910 Kundeklubber/**loyalitet** 8 Fuldtid DK Danmark 22 Sjælland ; øer 1249 Storkøbenhavn ...

217.xml

05/09/2017 23:37:03

... Finder du **glæde** i at arbejde med digital **udvikling** med særligt **fokus** på kommunikation og medlems ... Vi har specialiseret os i stordrift og **udvikling** inden for medlemsservice, aktuarservice, fonds ... arbejde med vores kunders **udvikling** og optimering indenfor digitale løsninger og kanaler. Specifikt ... Dit særlige **fokusområde** bliver at sikre den kommunikative side i brugen af de digitale medier ... **indsats**, hvor vi har stort

# Split among the 2640 adds from Ofir

<input type="checkbox"/> Værdier	Hyppighed <span style="float: right;">▼</span>
<input type="checkbox"/> Lederskab	<div style="background-color: #009682; width: 100%; height: 15px;"></div> 1499
<input type="checkbox"/> Mindfulness	<div style="background-color: #009682; width: 100%; height: 15px;"></div> 1495
<input type="checkbox"/> Resiliens	<div style="background-color: #009682; width: 81.1%; height: 15px;"></div> 811
<input type="checkbox"/> Mod	<div style="background-color: #009682; width: 45.8%; height: 15px;"></div> 533
<input type="checkbox"/> Nysgerrighed	<div style="background-color: #009682; width: 38.6%; height: 15px;"></div> 471
<input type="checkbox"/> Etik	<div style="background-color: #009682; width: 20.1%; height: 15px;"></div> 343



# Among the 1495 in Mindfulness

<input type="checkbox"/> Værdier	Hyppighed
<input type="checkbox"/> annonce	1294
<input type="checkbox"/> udvikling	1252
<input type="checkbox"/> resultat	1207
<input type="checkbox"/> erfaring	1147
<input type="checkbox"/> samarbejde	770
<input type="checkbox"/> opgaver	760
<input type="checkbox"/> kunder	737
<input type="checkbox"/> skabe	731
<input type="checkbox"/> udvikle	688
<input type="checkbox"/> kunde	606
<input type="checkbox"/> kolleger	559
<input type="checkbox"/> kommunikation	535
<input type="checkbox"/> marketing	524
<input type="checkbox"/> Markedsføring	513
<input type="checkbox"/> drive	467

# Thank you for the attention

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Andreas Kiær Thomsen  
[akth@cphbusiness.dk](mailto:akth@cphbusiness.dk)



**FØLG**

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# Appendix

## Influencer mapping

# Influencers

April/Maj 2019 – Base 741 job annoncer fra Dansk  
Markedsføring





# Beskrivelse af datasættet

Alle 741 annoncer

- Udført som en del af projektet “Cphbusiness Kompetencerapporten” – afdækning af efterspørgslen af kompetencer gennem jobannoncer
- Database som opdateret 1. April 2019 med data fra Dansk Markedsføring
- Kontakt data
  - Per Bergfors [pgb@Cphbusiness.dk](mailto:pgb@Cphbusiness.dk)
  - Andreas Kiær Thomsen [akth@Cphbusiness.dk](mailto:akth@Cphbusiness.dk)

# Jobkategorier

Digital Marketing	399
Marketing ; kommunikation	334
Strategi	289
Media	258
Kontakt ; Kunde relationer	197
Sociale Medier	186
Marketing ; business	166
Salg og marketing	165
Content Management	149
Marketing ; projektledelse	145
Markedsanalyse	142
Marketing & kommunikation	129
Design	104
Brand Management	102
Dataanalyse	102
Grafik	99

# Jobtitel



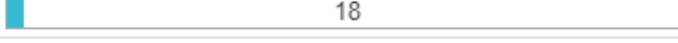
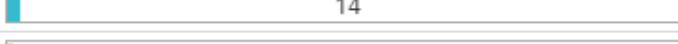
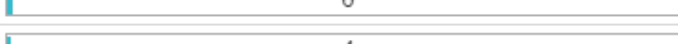
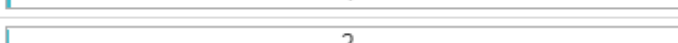
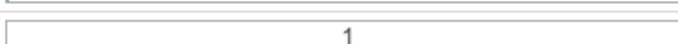

Digital Marketing Manager	50
Marketing Manager	47
Projektleder	29
Web Content Manager	21
Projektleder, digital marketing	21
Projektleder, marketing	17
Media Manager	16
Brand Manager	15
Marketingkonsulent	14
Grafiker	13
Marketingchef	13
Grafisk designer	11
Campaign Manager	10
Social Media Manager	10
Account Manager	10
Project Manager, digital marketing	10



# Jobberfaring

Kampagne	81
Strategi	78
Digital markedsføring	72
Sociale medier	55
Projektledelse	54
Relationsopbygning	42
Branding	41
Kommunikation	39
Content Management	36
Salg	31
Digitale medier, marketing	31
Digital kommunikation	29
Budget	28
Markedsanalyse	28
Tekstforfatning	26
Dataanalyse	23

# Jobtype

Fuldtid	 723
Vikar/barsel	 40
Tidsbegrænset	 18
Deltid	 14
Praktikant	 6
Trainee	 4
Kontrakt/Projekt	 2
Studiejob	 1

# Influencers

68 annoncer ud af 741 – 9,1%

## Søgekriterier

- Influenc\*
- Blogg\*
- Ambassad\*
- Youtuber\*
- Advoca\*

Overvejelser:

Forsøger at afdække funktionen fremfor begrebet  
– så at blogge fremfor en blog, personen en  
youtuber fremfor kanalen youtube.

# Alternative søgekriterier

- Instagram
- Facebook
- Twitter
- LinkedIn
- Snapchat
- Pinterest
- YouTube
- Indflydelse
- Journalist
- Interesse

# Virksomheder

<input type="checkbox"/>	TOP-TOY	8
<input type="checkbox"/>	TV2   Danmark A/S	3
<input type="checkbox"/>	Royal Unibrew	3
<input type="checkbox"/>	Berlingske Media	3
<input type="checkbox"/>	EATALY	3
<input type="checkbox"/>	Novozymes	3
<input type="checkbox"/>	MovieStarPlanet ApS	2
<input type="checkbox"/>	UNICEF Danmark	2
<input type="checkbox"/>	Mynewsdesk	2
<input type="checkbox"/>	Kompas Kommunikation	2
<input type="checkbox"/>	YOUSEE A/S	2
<input type="checkbox"/>	Test virksomhed MatchWork	2
<input type="checkbox"/>	Dot	2
<input type="checkbox"/>	VisitDenmark A/S	2
<input type="checkbox"/>	Adform A/S	1
<input type="checkbox"/>	ADVANCE A/S	1
<input type="checkbox"/>	VELUX A/S	1
<input type="checkbox"/>	Udenrigsministeriet	1
<input type="checkbox"/>	Novo Nordisk	1
<input type="checkbox"/>	Grundfos	1
<input type="checkbox"/>	Lix Technologies	1
<input type="checkbox"/>	Infomedia	1
<input type="checkbox"/>	SDC A/S	1

# Job kategori

Strategi	39
Marketing ; kommunikation	34
Digital Marketing	31
Sociale Medier	26
Media	24
Content Management	21
Marketing ; business	19
Brand Management	18
Kontakt ; Kunde relationer	17
Design	14
Salg og marketing	13
Marketing & kommunikation	13
Event marketing	11
Management	11
Markedsanalyse	10
Grafik	10
Marketing ; projektledelse	10
Dataanalyse	9
PR ; kommunikation	9
Marketing ; reklame	7
Adwords/SEO/SEM	7
Fundraising	6
Marketing & projektledelse	6

# Job titel

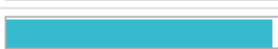
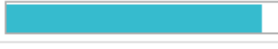












<input type="checkbox"/>	Marketing Manager	8
<input type="checkbox"/>	Grafisk designer	4
<input type="checkbox"/>	Digital Marketing Manager	4
<input type="checkbox"/>	Grafiker	3
<input type="checkbox"/>	Kommunikationskonsulent	3
<input type="checkbox"/>	Social Media Manager	3
<input type="checkbox"/>	Kommunikationsmedarbejder	2
<input type="checkbox"/>	Medieplanlægger	2
<input type="checkbox"/>	Multimedia Graphics Designer	2
<input type="checkbox"/>	Agency Manager	2
<input type="checkbox"/>	Web Content Manager	2
<input type="checkbox"/>	Sales manager	2
<input type="checkbox"/>	Public Relations Manager (PR)	2
<input type="checkbox"/>	Brand Manager	2
<input type="checkbox"/>	Projektleder, marketing	2
<input type="checkbox"/>	Strategic planner	2
<input type="checkbox"/>	Marketingchef	2
<input type="checkbox"/>	Communications Manager	2
<input type="checkbox"/>	Webredaktør	1
<input type="checkbox"/>	Redaktør	1
<input type="checkbox"/>	Campaign Manager	1
<input type="checkbox"/>	Account Manager	1
<input type="checkbox"/>	Event-manager	1



# Job erfarring

Sociale medier	12
Branding	10
Strategi	9
Digital markedsføring	8
Kampagne	7
Digital kommunikation	5
Relationsopbygning	5
Tekstforfatning	5
Kommunikation	5
Public Relations (PR)	5
Content Management	5
Online marketing	4
Projektledelse	4
Salg	3
Grafisk design	3
Markedsanalyse	3
Kunderådgivning	3
Marketing, generelt	3
Forretningsforståelse	3
Event-planlægning	3
Digitale medier, marketing	3
Dataanalyse	3
Projektledelse, marketing	2

# Navneord sekvenser – brugt i annonce teksten

kunde relation		22
Content management		21
projekt ledelse		20
brand management		19
marketing manager		15
We are		12
you want		12
Event marketing		11
join us		11
further information		10
we are looking		10
You are		10
datum analyse		9
relation opbygning		9

# Karakteregenskaber

lederskab		32
mindfulness		32
nysgerrighed		29
resilien		15
mod		10
etik		6



# Kombinationer & kryds af parameterverdier og kriterier

# Job title krydset med karakteregenskaber

Rækker: Job Title	Kolonner: Karakteregenskaber OECD	Hypighed
Marketing Manager	mindfulness	6
Marketing Manager	lederskab	5
Kommunikationskonsulent	nysgerrighed	3
Social Media Manager	lederskab	3
Digital Marketing Manager	lederskab	3
Digital Marketing Manager	mindfulness	3
Marketing Manager	nysgerrighed	3
Medieplanlægger	etik	2
Agency Manager	resilien	2
Brand Manager	resilien	2
Social Media Manager	resilien	2
Agency Manager	nysgerrighed	2
Brand Manager	nysgerrighed	2
Kommunikationsmedarbejder	nysgerrighed	2
Multimedia Graphics Designer	nysgerrighed	2
Projektleder, marketing	nysgerrighed	2
Public Relations Manager (PR)	nysgerrighed	2
Agency Manager	lederskab	2
Agency Manager	mindfulness	2
Brand Manager	lederskab	2
Kommunikationsmedarbejder	lederskab	2
Public Relations Manager (PR)	lederskab	2
Web Content Manager	mindfulness	2
Grafiker	nysgerrighed	2

# Job kategori krydset med job erfaring

Rækker: Job Category	Kolonner: Job Experience	Hypighed
Sociale Medier	Sociale medier	12
Digital Marketing	Sociale medier	9
Marketing ; kommunikation	Sociale medier	9
Strategi	Strategi	9
Brand Management	Branding	8
Digital Marketing	Branding	8
Digital Marketing	Digital markedsføring	8
Strategi	Sociale medier	8
Strategi	Branding	8
Digital Marketing	Strategi	7
Marketing ; kommunikation	Branding	7
Marketing ; kommunikation	Digital markedsføring	7
Brand Management	Strategi	6
Marketing ; kommunikation	Strategi	6
Marketing ; kommunikation	Kampagne	6
Sociale Medier	Branding	6
Sociale Medier	Digital markedsføring	6
Brand Management	Sociale medier	5
Brand Management	Content Management	5
Content Management	Sociale medier	5
Content Management	Branding	5

# Filter på "social"

Rækkevisning:  Kolonnevisning:  | 
 Filtrér rækker:  Filtrér kolonner:

Rækker: Job Category	Kolonner: Job Experience	Hypighed
Sociale Medier	Sociale medier	12
Sociale Medier	Branding	6
Sociale Medier	Digital markedsføring	6
Sociale Medier	Strategi	5
Sociale Medier	Kampagne	5
Sociale Medier	Kommunikation	5
Sociale Medier	Content Management	5
Sociale Medier	Digital kommunikation	4
Sociale Medier	Relationsopbygning	3
Sociale Medier	Tekstforfatning	3
Sociale Medier	Public Relations (PR)	3
Sociale Medier	Projektledeelse	3
Sociale Medier	Dataanalyse	3
Sociale Medier	Online marketing	2
Sociale Medier	Grafisk design	2
Sociale Medier	Marketing, generelt	2
Sociale Medier	Event-planlægning	2
Sociale Medier	Digitale medier, marketing	2
Sociale Medier	Web-design	2
Sociale Medier	Marketingkampagner	2
Sociale Medier	Digitaldesign	2

# Filter på "digital"

Rækkevisning: værdi= | Kolonnevisning: | Filtrér rækker: digital | Filtrér kolonner:

Rækker: Job Category	Kolonner: Job Experience	Hypighed
Digital Marketing	Sociale medier	5
Digital Marketing	Branding	3
Digital Marketing	Digital markedsføring	3
Digital Marketing	Strategi	7
Digital Marketing	Digital kommunikation	5
Digital Marketing	Content Management	5
Digital Marketing	Online marketing	4
Digital Marketing	Kampagne	3
Digital Marketing	Relationsopbygning	3
Digital Marketing	Kommunikation	3
Digital Marketing	Projektledelse	3
Digital Marketing	Markedsanalyse	3
Digital Marketing	Marketing, generelt	3
Digital Marketing	Event-planlægning	3
Digital Marketing	Digitale medier, marketing	3
Digital Marketing	Dataanalyse	3
Digital Marketing	Tekstforfatning	2
Digital Marketing	Kunderådgivning	2
Digital Marketing	Microsoft Excel, bruger	2
Digital Marketing	Kundepleje og service	2
Digital Marketing	Search Engine Marketing (SEM)	2
Digital Marketing	Microsoft PowerPoint, bruger	2
Digital Marketing	Marketingkampagner	2





Eksempler på annonce  
med matchværdier

# Eksempel 1

329843724

Kompas Kommunikation søger healthcare-rådgivere

2949324

Kompas Kommunikation

Har du erfaring med kommunikation inden for sundheds- og medicinalområdet? Vi søger healthcare-rådgivere med lyst til at arbejde på et strategisk og kreativt bureau med 14 års erfaring i at kommunikere om sundhed, sygdom og behandling.

Har du:

Erfaring (2 år eller mere) med at kommunikere om sundhed og medicin?

En kommunikationsuddannelse eller lignende?

Entusiasme og lyst til at arbejde på bureau, hvor ikke to dage er ens?

Så vil vi gerne høre fra dig!

Vi kan tilbyde dig et job med masser af ansvar og indflydelse og mulighed for mere af det hele, hvis du har talentet og ambitionerne. Spændende og udfordrende arbejdsopgaver og kreative, strategiske kampagner som du selv er med til at udtænke, eksekvere og præsentere. Kolleger med kompetencer inden for både sundheds- og forbrugerkommunikation, grafik, film og digitale leverancer. Og et rart og fleksibelt arbejdsmiljø med fuld fart, masser af humor og en meget jovial omgangsform.

OBS: Ansøgere uden erfaring med healthcare-kommunikation tages ikke i betragtning.

Hvem er Kompas?

Kompas Kommunikation er stiftet for 14 år siden som PR-bureau. Siden har vi udviklet os i takt med tiden, medierne, forbrugerne og kunderne. I dag er vi et 360 graders strategisk og eksekverende PR- og kommunikationsbureau med fokus på især forbrugere, patienter, fagpersonale og borgere. Vi er betroede rådgivere og eksperter for en lang række store og faste kunder.

Vi er ansvarlige for vores kunders sociale medier, og vi har egen filmafdeling, hvor vi laver animationsfilm, contentfilm og mere omfattende, kreative kampagnefilm. Vi har opbygget mange års erfaring med at engagere **influencers**, **bloggers** og **youtubers**, og vi har en stærk grafisk afdeling, som mestrer de visuelle fortællinger i kreative kampagner og koncepter.

Vi har kontor i Toldbodgade 55 i hjertet af København, og vi er det eneste danske bureau i et af verdens største PR-netværk, Weber Shandwick, hvorigennem vi kan rulle kampagner ud i hele verden.

Bliv healthcare-rådgiver hos Kompas

Send allerede nu en motiveret ansøgning og CV til os. Vi holder samtaler løbende. Eventuelle spørgsmål om stillingerne kan rettes til de to healthcare-ansvarlige partnere Thomas Hartvig ([thomas@kompas.dk](mailto:thomas@kompas.dk) / 21659670) og Camille Aulkær Andersen ([camille@kompas.dk](mailto:camille@kompas.dk) / 51900583)

329843724 2949324

## Eksempel 2

28/11/2014 14:14

PANDORA søger Global PR Manager  
2806063

PANDORA A/S

THE GLOBAL PR TEAM AT PANDORA GROUP IS SEEKING AN EXPERIENCED INTERNATIONAL PR MANAGER WHO IS PASSIONATE ABOUT DEVELOPING INSPIRING AND INNOVATIVE GLOBAL PR CAMPAIGNS AND MATERIALS; IS AN EXCELLENT COMMUNICATOR; HAS A STRONG AND PROVED TRACK RECORD IN HANDLING KEY MEDIA AND **INFLUENCERS**; WHO KNOWS HOW TO OPERATE WITHIN THE DIGITAL AND SOCIAL SPHERE.

PANDORA is constantly growing, and so is the Global PR team. We are therefore looking for a new colleague to join us as PR Manager at PANDORA's Global Head Office. You will have the opportunity to work with other talented and creative minds in an inspiring and collaborative environment, for a world-renowned global jewellery brand, known for its high quality, hand-finished and contemporary design, at affordable prices. Responsibilities will include: ;

Working alongside the Global Communications Director to develop Global PR strategies and campaigns.;

Leading the development of Global PR Toolkits ensuring alignment with all other internal teams.;

Project management lead for photoshoots, when developing Global PR material. ;

Project management lead for PR events as well as key media interviews with key spokespeople.;

Project management lead and building of relationships with global **ambassadors**, such as celebrities, stylists, models, key media, **influencers** etc.

Responsible for management of sponsorships and collaborations.;

Digital PR working alongside the Global PR Director to define a Global Digital PR strategy for the brand, collaborating with other teams (Social team ; Digital team) to ensure digital synergies across the company, and leading the implementation of that strategy. ;

Responsible for bridging to our markets globally, providing them with PR support depending on regional needs.;

Skills and experience.;

Minimum 8-10 years of experience as PR expert in the field of product / brand / lifestyle / fashion communication, either agency side and/or preferably with another international brand.;

A creative, strategic and commercial mindset with an ability to think bigger picture. ;

Excellent project management skills, with leadership experience.;

Strong experience in handling PR events and press open days.;

Strong experience and knowledge of the way media and **influencers** work/think and also which tools and content work well for them.;

Strong experience in handling models, **bloggers**, **influencers** including key media.;

A clear understanding of the international media landscape and key markets. ;

Flair for developing inspiring and engaging press material for both traditional and digital PR.;

You speak/write English fluently and have worked in an international environment before.;

Experience with writing, editing content and proofreading is important.;

Well acquainted with the fashion and lifestyle industry.;

You are able to work well under pressure and meet deadlines.;

# Eksempel 3

LJA-41584263

Greenpeace søger Key Relationships ; **Influencers** Coordinator  
2798284

Greenpeace Nordic

Want to join us on the right side of history and help make the world a better place? Join our international team of enthusiastic key **influencers** coordinators at Greenpeace! We are now looking for a full-time Key Relationships ; **Influencers** Coordinator to support our global key **influencers** community.

About the role:

Greenpeace has a history of delivering successful campaigns and projects in collaboration with external **influencers**. In past campaigns we have sent a strong message to the UN, delivered by Emma Thompson, an open letter to Vladimir Putin signed by Paul McCartney during the imprisonment of the Arctic30 and by working with cultural leaders within our communities like actors, musicians, **YouTubers**, visual artists and many others, we have reached millions of hearts and minds.

In 2017, Greenpeace is taking this work to the next level and establishing our Global Key **Influencers** Programme and the Key Relationships ; **Influencers** Coordinator will play a key part in making this happen.

This full-time position based in either the Nordic region or somewhere in Europe is responsible for coordinating within Greenpeace global key **influencers** community. Its about working closely with colleagues across the global organisation to investigate, test and evaluate new initiatives to maximise our external work with key **influencers**. The roles responsibilities include giving input and advice, enable internal and external collaboration, support teams, capture, maintain and update data.

Key responsibilities of this role include:

Contribute to the overall visibility of Greenpeace by being a central liaison within the global key **influencers** community.

Support the Global Key **Influencers** Programme Leader to help develop the organisation-wide strategy.

Support Greenpeace national and regional key offices working with key **influencers** to give guidance, strategic advice and operational assistance.;

About you:

Bachelors degree in Marketing, Business or other associated field and /or equivalent work experience.

At least 3 years experience in working with key relationships or related marketing field.

Experience of dealing with celebrities and high profile individuals in a professional manner, fundraising and working within a charity.

Ability to support and guide staff, inspire team spirit and resolve conflicts, communicate effectively by demonstrating strong listening skills, and negotiation skills.