

OVERVIEW

Publicis Groupe, known for its world-renowned creativity, best in class technology, digital and consulting expertise, is the world's third largest communications group in the world. With more than 80,000 people in over 100 countries, the Groupe has four Solution hubs: Creative with Publicis Communications, Media with Publicis Media, Digital business transformation with Publicis.Sapient, and Health & Wellbeing with Publicis Health.

Adobe are one of the largest and most diversified software companies in the world. Adobe empowers everyone – from individuals and small businesses to government agencies and global brands – to design and deliver exceptional digital experiences. Headquartered in San Jose, California, and with a diverse global population of more than 26,000 employees, they achieved revenue of US\$15.79 billion in fiscal year 2021. Adobe have three major product lines; Creative Cloud to unleash creativity, including famous apps such as Photoshop, Document Cloud to accelerate document productivity, including Adobe Acrobat, and Experience Cloud to power digital businesses, including Adobe Analytics. Adobe have been at the forefront of digital technology for over 40 years and continue to see rapid sales growth, most recently 15% in Q4 2022.

They are an exciting, dynamic company with a respectful internal culture based on their four key values: Genuine, Innovative, Exceptional & Involved. From a marketing perspective, Adobe are one of the most sophisticated digital marketing businesses in the world. Their activity is split between upper funnel and performance budgets and they invest circa ~\$160mill in media in EMEA alone. This model, with a country led approach, is called the “Power of One” and gathers all the capabilities of the Groupe under one roof, putting clients at the core of the organisation.

ABOUT ADOBE.PUB

In March 2023, Publicis Media won the Adobe business for Europe, APAC, and Japan. We have established the Adobe.pub team to act as a seamless extension of the Adobe marketing team. Adobe.pub sits within the Zenith Global team and benefits from the opportunity, infrastructure and culture of one of the best international agencies in London.

The EMEA team, which has 70 members spread across London and India, covers all EMEA activity, from establishing strategy to media planning, activating media across digital channels, and reporting on campaign results. We handle both performance and upper funnel activity and are dedicated to creating full-funnel strategies to maximise Adobe's digital engagement.

OPPORTUNITY

This is an opportunity to work with one of the world's finest global technology firms in a team dedicated to delivering the greatest digital marketing in the world. It is an interesting, dynamic, and diverse workplace in which to manage significant budgets and learn from the top practitioners.

KEY RESPONSIBILITIES...

- Support the development of effective, efficient, and exciting cross channel media strategies, rooted in unquestionable rationale, for some of Adobe's key products such as Photoshop, Illustrator, Express and Acrobat.
- Forge strong working relationships with the digital activation team and media.
- Ensure accuracy across a range of tasks such as campaign activation, reporting and financial tasks.
- Undertake research projects to help understand Adobe's audiences.
- Own, update and upload ongoing planning information into client dashboards.
- Support the analysis historical campaigns to integrate learnings into future campaigns, together with the analytics teams within Adobe.pub and Adobe.

REQUIREMENTS...

- Communicating is at the heart of this role, you'll be working with multiple stakeholders across a variety of levels so being able to communicate verbally and in writing is a key strength we are looking for.
- Highly organized with previous examples of delivering projects in a timely and effective manner.
- Ability to meet deadlines while ensuring high standard of work.
- Proficiency in excel with excellent attention to detail.
- Natural curiosity and desire to help clients achieve goals.

ADOBE COMPANY VALUES

GENUINE

Sincere, trustworthy, and reliable

INNOVATIVE

Highly creative and always striving to connect new ideas with business realities.

EXCEPTIONAL

Committed to creating exceptional experiences that delight their employees and customers.

INVOLVED

Inclusive, open and actively engaged with customers, partners, employees and the communities they serve.

OUR COMMITMENT TO DIVERSITY & INCLUSION

We believe that fostering an inclusive culture where all talent can thrive makes our company stronger and help drive invention in the work we do for our clients better. We also believe it enables a greater idea exchange that fuels innovation and best reflects diverse consumer experiences.

We are committed to encouraging our talent to participate in Publicis Groupe's wide variety of talent engagement and inclusion programming, which includes professional development experiences and participation in the



company's many business resource groups. These include VivaWomen!, Égalité, MOCA (Men Of Colour Alliance) and more than a dozen others that are thriving across our network.

Through advocacy, education and inclusion we foster greater collaboration among our people, which in turn inspires work that provides better experiences for our clients and their consumers.