



VACANCY

Global Governance, Compliance & Planning Manager

Requirements

- Bachelor's degree in business, marketing, advertising, or related field
- 8+ years of work experience
- Experience with media planning (processes, governance, and compliance)
- In a global organization
- Strong skillset with project management and tooling, for example within consulting setting

 **Amsterdam**  **Minimum of 8 years experience**



Versuni produces many of the most innovative home products and appliances on the market.

As a newly independent company, they are on an important journey to build up a global team and establish a strong brand reputation. The Global Governance, Compliance & Planning Manager will be responsible for the development, implementation, and management of globally streamlined advertising and promotions (A&P) and media processes of all Versuni brands and products. Specifically, they will manage all policies and procedures related to A&P and media activities including digital playbooks, learning agendas & 'golden rules' planning.





ABOUT THE COMPANY

Versuni

After becoming an independent company in 2021, Philips Domestic Appliances announced its new brand name Versuni in February 2023. Versuni offers a new perspective on the word ‘universe’ with a focus on how our life at home unites us, no matter where we live. The company strives to make life as simple and convenient as possible for consumers by developing products that make our houses truly feel like home.

Versuni remains a licensee of Royal Philips and continues to use various well-known brand names in the market like the Airfryer, Espresso Machine with LatteGo, PerfectCare Steam Generator, Air Purifier or AquaTrio Cordless Vacuum. However, as a recently formed independent company, with a brand-new name and visual identity, Versuni is currently going through a crucial scale-up phase to position itself as a key player in the global domestic appliance market.

The company is extremely entrepreneurial and encourages employees to always stay curious and explore new ideas. Its products use some of the most innovative technology on the market and are recognized worldwide for their excellence within the industry. Looking towards the future, Versuni aims to develop products made with more sustainable materials, that are easier to repair, refurbish, re/up-cycle, and help to reduce waste.





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The Global Governance, Compliance & Planning Manager will play a significant role in the future of media at Versuni. They will work together with the Media team to support the Head of Media with the development and management of the global media strategy and to deploy all necessities to safeguard governance and compliance. This means they will set up the global framework for A&P planning and allocation based on business and market input and will be responsible for both developing and implementing standardized 'golden rules' (guardrails and guidelines) related to A&P to be followed across the organization and in the different countries.

In addition, the Global Governance, Compliance & Planning Manager will set up and manage the global marketing calendar, ensuring that all A&P planning activities follow relevant regulations and industry standards while also aligning with local market trends.

Lastly, the Global Governance, Compliance & Planning Manager will track the performance of media channels against budgets and create insightful reports to be used by the head of marketing in the decision-making process. They will not only ensure A&P compliance but also identify gaps, overlaps, and growth opportunities in the various global markets and A&P planning processes. This includes identifying and implementing tools to support further automatization and standardization of processes and policies to improve media performance and ROI.

As a master multitasker, the Global Governance, Compliance & Planning Manager is extremely organized and able to manage multiple projects and stakeholders simultaneously. They will ensure that all global stakeholders understand and agree with the guidelines and processes put into place and that all requested input is delivered on time through excellent planning skills and by building strong relationships with the local marketing- and media teams.

Versuni is an inclusive, collaborative, and fun place to work where employees are offered abundant professional development and growth opportunities. The Global Governance, Compliance & Planning Manager will directly contribute to the future success of the brand with their creative ideas to optimize A&P and media processes. It is a dynamic role perfect for an ambitious individual interested in joining a forward-thinking organization passionate about technology and sustainability. ■



Interested? Versuni is working with Top of Minds to fill this vacancy. To express your interest, please contact Charlotte Braat at charlotte.braat@topofminds.com.



“You will not only have the freedom and opportunity to bring innovative ideas to the table, but can also play a significant role in bringing them to life throughout the organization. It is a chance to join a creative international team on this exciting journey of building up the Versuni brand.”

Alexander de Ruwe, Global Head of Media