



Versuni

VACANCY

Sr. META Platform Manager

Requirements

- Master's degree in media/ communication/ marketing/ related field
- 5+ years of experience
- In a global organization
- Within digital marketing and META Platforms (Facebook, Instagram, Messenger, WhatsApp)

 Amsterdam  Minimum of 5 years experience

A woman with curly hair is sitting on a white windowsill, looking out a window. She is wearing a white long-sleeved top and denim shorts. The window shows a view of a building with a red roof. The background of the text is a dark blue gradient with a white downward-pointing arrow.

Versuni, formerly known as Philips Domestic Appliances, produces industry leading kitchen, coffee, climate, garment, and floor care appliances. This forward-thinking organization is on an exciting journey to establish a strong brand reputation worldwide. The META Platform Sr. Manager will play a significant role in the company's performance marketing team by leading the development and implementation of global strategies for all META-related platforms, such as Facebook, Instagram, Messenger, and WhatsApp.



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 which carry a strong reputation 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, recycle, and help to reduce waste.





VACANCY

META Platform Sr. Manager

The META Platform Senior Manager will be Versuni's global subject matter expert on all META-related activities. They will lead the development and implementation of the organization's global strategies for all META-related platforms, such as Facebook, Instagram, Messenger, and WhatsApp.

The META Platform Senior Manager has extensive knowledge about all META-related platforms and their corresponding data and insights. They will extract and analyze META-related insights to empower markets and leverage META to increase revenue, drive engagement, and achieve other business objectives. The META Platform Senior Manager's insights related to the performance of partnerships and campaigns will be used to analyze and refine Versuni's global performance marketing strategies and tactics.

In addition, the META Platform Senior Manager will play a strategic role in the global media team as the main point of contact for META-related activities. They will communicate effectively, both with internal team members as well as external parties and focus on building strong relationships in this vibrant international working environment.




Lastly, the META Platform Senior Manager will be responsible for managing and growing the organization's ongoing relationship with META partners. This includes negotiating contracts, managing partnerships, and developing a joint business plan with META enabling additional value in terms of resources, support, and free exposure.

The META Platform Senior Manager will report to the Senior Manager Performance Marketing and collaborate daily with cross-functional teams, including marketing, markets, and business units, to ensure alignment on platform strategies and tactics on a global scale. They will improve internal effectiveness measurement methods related to META investments and will also be responsible for global alignment with governance and compliance, ensuring that playbooks, learning agendas, and "golden rules" are up to date, shared, and used.

Versuni offers an inclusive and diverse working environment. The company is present in more than 100 countries and employees are offered abundant professional development and growth opportunities. The META Platform Senior Manager role is an exciting opportunity to work with a dynamic global team and make a strategic impact on the future of the company's performance marketing strategy. ■

Interested? Versuni is working with Top of Minds to fill this vacancy. To express your interest, please contact Lidewij Kosters at lidewij.kosters@topofminds.com.



The META Platform Sr. Manager will take a deep dive into the META platform insights to analyze what we are investing in and determine if that investment is delivering a valuable return. You will be a key player in driving Versuni's business growth and success by leveraging META platforms to their full potential.

Alexander de Ruwe, Global Head of Media