



VACANCY

# Senior Integrated Performance Marketing Specialist

## Requirements

- 5+ years of experience
- In digital marketing or media
- Hands-on experience with key media channels
- ROAS / ROI and process optimization

Amsterdam Minimum of 5 years experience





**BISSELL makes an innovative line of premium floor care products. This family-owned American company is looking for a Senior Integrated Performance Marketing Specialist to drive brand and business growth across various European markets through the development and execution of strategic paid media campaigns.**







ABOUT THE COMPANY

# BISSELL

**BISSELL is a leading producer of high-quality vacuums and other innovative surface cleaning solutions like steam cleaners and wet dry vacuums. This 147-year-old American family-owned company prides itself on offering premium cleaning products that make cleaning quicker and easier, leaving its customers with more free time to enjoy life without having to worry about the mess.**

After more than a century of experience, the company has a strong reputation and presence in the United States and is well known for its premium quality vacuum cleaners and continuous innovations when it comes to clever surface cleaning solutions. During the past decade especially, BISSELL has begun to place additional focus on expanding its business internationally, opening offices in Europe, Middle East, Asia, and Australia. The company is currently focused on accelerating their international business and positioning themselves as a key player in various surface cleaning product markets outside of the US.

BISSELL is also extremely passionate about supporting pets and their owners in sharing happy, healthy homes. In the early 2000's the company launched a portable deep cleaner, designed specifically for tackling pet messes and has since expanded their portfolio to include everything from a pet grooming machine to various pet-focused cleaning products and accessories. In 2011, the BISSELL Pet Foundation® was founded, which raises funds and advocates for lost, abused,







neglected, and abandoned pets. Since its launch, BISSELL Pet Foundation® has given nearly \$6 million to support spay/neuter, adoption, microchipping, and foster care programs.







VACANCY

## Senior Integrated Performance Marketing Specialist

**The Integrated Performance Marketing Senior Specialist will drive BISSELL's brand and business performance by effectively managing all aspects of paid media for selected European markets. They will ensure an integrated performance marketing approach and optimize the company's investments across all digital channels including Paid Search, Display, Paid Social, and e-retailer on-site advertising on platforms such as Google, META, TikTok, Amazon and on (Connected) TV.**

As an experienced media campaign marketer, the Senior Specialist has a strong understanding of data and business performance insights and objectives. They will lead the development and execution of a wide range of omnichannel media campaigns including annual planning, budget allocation and management, KPI setting, agency briefing, media plan review and execution, and continuous monitoring and improvement for key brand and category moments including Spring Cleaning, Black Friday, and other key e-retailer specific promotional activities.

They are analytical and eager to gain a deep understanding of the entire sales journey and drive continuous efforts to improve BISSELL's media strategy and tactics. Applying a performance-driven mindset, they will continuously experiment with new technology and emerging media channels, implementing





test campaigns to understand the drivers of performance and achieve optimal results. Always on the lookout for opportunities to enhance business performance, they will strive to optimize ROAS and support the company's main objective: maximizing top-line growth.

A master collaborator, the Senior Specialist fosters strong relationships with various parties to understand business challenges and identify opportunities for growth. She/he can multitask and manage multiple tasks at once, managing multiple stakeholders and campaigns in multiple markets at the same time. She/he will work closely with cross-functional teams and external agencies to align media strategies with overall business goals, plan impactful media campaigns and analyze important data and insights about key activation milestones.

The Senior Specialist will be part of the international integrated marketing department and report to the Head of Media. They will have close contact with leadership and other key stakeholders, including reporting their findings and recommendations regularly to be used in important business decisions.■



**Interested?** BISSELL is working with Top of Minds to fill this vacancy. To express your interest, please contact Max Tasseron at [max.tasseron@topofminds.com](mailto:max.tasseron@topofminds.com).



**“The Senior Integrated Performance Marketing Specialist will be an integral part of the company’s next phase expanding internationally. It’s an opportunity to uncover new ways to showcase BISSELL’s products in the media, reach more customers and drive growth in the European market.”**

Maureen Baas, Director Integrated Marketing and DTC