



Vacancy

# Performance Marketing Manager





**Stanley is a century-old American heritage company, known for their high-quality, sustainable drink containers and iconic green thermoses. Today their business is growing by double digits, thanks to rampant success on social media. The Performance Marketing Manager will craft a cutting-edge performance marketing strategy across all relevant channels, campaigns, and agencies.**

## Requirements

- Over 4 years of experience
- In performance marketing
- Within e-Commerce for top-shelf consumer brands
- Experience with relevant reporting tools such as Google Analytics, Shopify, PowerBI or Looker Studio
- Track record of managing ad budgets against forecasted goals
- Working across regions in EMEA
- Pioneer and innovator

 **Amsterdam**

 **Minimum of 4 years' experience**



About the company

# Stanley

**Stanley was founded in 1913 and was, until 2020, best known for its iconic green stainless-steel thermos flasks. Now, they are revolutionizing the international food and beverage culture and have doubled their year-on-year growth over the past two years**

To achieve this fast success, Stanley focuses on its core strengths: innovation and sustainability, with social media as a powerful advertising channel. After all, if a video goes viral in which a fire destroys an entire car except for the Stanley thermos, the ad writes itself. Stanley also continues to create new products and ways to connect with global consumers. For example, their vibrant, colorful products have successfully tapped into a younger consumer segment. People are also increasingly interested in Stanley for its sustainability mission to create products that last a lifetime, using recycled materials and paper packaging.

Stanley is headquartered in Seattle and is a standalone business unit under the HAVI umbrella – a global, privately owned company that employs more than 10,000 people and serves customers in more than one hundred countries. Stanley also has offices in Shanghai, Shenzhen, Rio de Janeiro, Cariacica, Manaus, and Manila. The EMEA region is serviced from Stanley's Amsterdam office, where the commercial team contains around fifteen people. The Performance Marketing Manager joins this team to spearhead the development and execution of cutting-edge campaigns and create digital growth for the brand. ▶



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Stanley's recent growth is largely driven by social media success and the related surge in D2C sales. Therefore, effective performance marketing to drive ecommerce excellence is now more important than ever. In addition, there is untapped potential in EMEA markets that so far have not been focus areas for Stanley, such as the Middle East and Africa. Performance marketing will also play a big role in building the brand in those markets. The Performance Marketing Manager takes ownership of these challenges, paving the way for stellar performance marketing to become standard practice at Stanley EMEA. They report to Stanley EMEA's eCommerce Director, Thijs Vermeulen. Although this position is EMEA-focused, the Performance Marketing Manager also works with the Global team in Seattle to coordinate and develop strategy in line with the international organization.

## Agencies

Stanley works with a selection of agencies to run different types of ads and campaigns. The Performance Marketing Manager creates Stanley EMEA's new agency strategy by conducting in-depth analysis on questions such as: is it better to work with one dedicated agency or several, and how to select and evaluate these? Or is there a stronger business case in creating a larger in-house performance marketing team? The Performance Marketing Manager leads the strategic development and execution of compelling campaign architecture across key platforms such as Google, Meta, Instagram, TikTok, YouTube, and Microsoft. They are fully up to date on all relevant or upcoming channels, and they employ sophisticated audience segmentation and keyword strategies for maximum impact. ▶

## Budget allocation The candidate

The Performance Marketing Manager owns Stanley EMEA's sizeable marketing budget, which is set and reviewed quarterly based on sales, and allocated monthly. In this, they ensure precise alignment with seasonal priorities, product launches, overarching business imperatives, and external trends. To optimize lower-funnel conversion, the Performance Marketing Manager also implements a central in-house dashboard, monitoring results as a function of spending across all agencies and campaigns. For this, they choose an analytical approach with fitting metrics, based on a combination of data-driven marketing experience and an innovative vision.

## The candidate

The candidate shows an improvement mindset and is always eager to optimize. They do so by implementing rigorous A/B-testing methodologies across campaigns, audiences, and ad creatives, and by utilizing robust KPI frameworks to measure success and inform iterative refinements. They also have experience in catalog management and can oversee and proactively drive seamless synchronization between Stanley's Shopify storefront and several ad platforms. In all this, they collaborate closely with the relevant creative and marketing teams, both internally and externally, guaranteeing that all marketing expressions are not only focused on conversion for the short term but are also brand-appropriate for the long term. This is an exciting opportunity for a strategic performance marketer to directly contribute to the success of an innovative global consumer brand.



**“The Performance Marketing Manager is a thought leader, eager to explore new ways of doing things and willing to take a bit of risk in the process.”**

**– Thijs Vermeulen, eCommerce Director Stanley EMEA**

## Interested?

Stanley is working with Top of Minds to fill this vacancy.

To express your interest, please contact Linde Valk at [linde.valk@topofminds.com](mailto:linde.valk@topofminds.com).