



Vacancy

Influencer Marketing Manager



Stanley, founded in 1913, was best known for its iconic green stainless-steel thermos flasks – until 2020. Product innovation and successful social media content showcasing the quality and styles of its food and drink containers allowed Stanley to double its annual growth in the last four years. The **Influencer Marketing Manager will manage influencer partnerships and campaigns, focusing on brand awareness and conversion.**



Requirements

- Over 5 years of experience
- In influencer marketing
- And in social media marketing
- And with managing a team
- Within marketing agencies
- Or consumer brands
- Strongly entrepreneurial

 **Amsterdam**

 **Minimum of 5 years' experience**



About the company

Stanley

The people at Stanley call themselves Creators, Builders, and Inventors, and they embody that spirit across the globe. The company is known for its vacuum-insulated technology, keeping beverages and food at the desired temperature. Its products are made with a “Built for Life” lifetime warranty, promising durability that lasts. This year, Stanley celebrates its 111th anniversary, while continuing to innovate as the company strives to become a global lifestyle brand. Stanley’s industry-leading products help people drink more water or keep their coffee hot, while expressing their own style. It’s product portfolio spans from water bottles, travel mugs, cook sets, and barware to storage solutions like coolers and bags, with social media as a powerful advertising channel.

Stanley is headquartered in Seattle and is a standalone business unit under the HAVI umbrella – a global, privately owned company that employs 10,000+ people and serves customers in over a hundred countries. The EMEA region is served by Stanley’s Amsterdam office, with a commercial team of approximately twenty people focused on sales, marketing, product development, logistics, and finance. The Influencer Marketing Manager will join this team to build and execute the influencer strategy for Stanley EMEA. ▶



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Influencer Marketing Manager

The Influencer Marketing Manager will be pivotal in cementing and expanding the Stanley brand in the EMEA region, as well as ensuring increased conversion into DTC sales. They will do this by setting up a solid influencer and social media strategy.

Strategic influencer partnerships

The Influencer Marketing Manager is intimately familiar with the role of influencers and social media when it comes to establishing and building a brand as well as driving sales – in other words, brand marketing and commercial marketing. They understand that these are two different purposes, requiring different approaches and different types of influencer profiles and contracts. They will create an influencer strategy that is tailored and fit for purpose across the entire marketing funnel, and compellingly communicate this strategy both upwards and to their direct reports.

With the business growing quickly, there will be possibilities to expand the in-house Influencer team in combination with Social Media Marketing. Experience with managing and developing a team is vital. Initially, the focus of this role will be specifically on influencer marketing. However, over time, the Influencer Marketing Manager will also become responsible for aspects of the social media strategy. Given the nature and scope of this role, the Influencer Marketing Manager will establish strong working relationships with both the Brand team and the E-commerce team. Together, they will set commercial targets and budgets and review ad performance. ▶



Managing campaigns and relationships

This person will manage the entire influencer budget for Stanley EMEA. They will use a mix of in-house and external resources, including agencies, to strategically identify, engage with, and maintain strong relationships with influencers across various platforms; and to design, implement, and monitor influencer campaigns, adjusting strategies based on performance data to optimize outcomes.

They will oversee the contract negotiation with agencies, agents, and influencers, ensuring favorable outcomes for Stanley. They will build scalable processes and identify opportunities to use seeding as a regular tool for reach and taste-making, in alignment with the PR team. The Influencer Marketing Manager will also set KPIs and establish a reporting structure for clarity and continuous improvement, and stay informed about the latest trends, tools, and best practices in influencer marketing and digital media to keep Stanley's strategies innovative and effective.

This role starts with one direct report and will soon be able to expand their team to two. They will report to the Marketing Director EMEA and be a peer to the Brand Manager and the Creative Manager. ▶



The candidate

The ideal candidate for this role is someone with several years of brand or agency experience, in roles that specifically include managing influencer partnerships. They show an entrepreneurial energy and an eagerness to explore opportunities, combined with the ability to formulate and communicate thorough strategic plans. Furthermore, the Influencer Marketing Manager shows a strong personal interest in social media.

In this role, a passionate influencer marketing professional will get the opportunity, relatively early in their career, to make their mark on one of the most exciting lifestyle brands of the moment and on the online EMEA landscape of luxury consumer products. ■



Interested?

Stanley is working with Top of Minds to fill this vacancy. To express your interest, please contact Linde Valk at lindevalk@topofminds.com.

“The Influencer Marketing Manager is what we call a social media native: someone who chooses to spend time on social media, browsing trends and following talents out of pure passion. They need to be deeply connected to the realm of lifestyle, sports, and culture influencers to make an impact in this role.”

Arne Erichsen, Marketing Director EMEA