



VACANCY

Global Media Strategy and Planning Lead

Requirements

- Master's degree in marketing, advertising, or related field
- 10+ years of experience
- Proven track record of developing effective media plans that drive business results
- In a global organization

Amsterdam **Minimum of 10 years experience**



Versuni is passionate about incorporating technology and sustainability into their innovative line of domestic appliances that make our houses feel like home. The newly formed independent company has ambitious growth goals and is focused on establishing a strong brand reputation around the world. The Global Media Strategy and Planning Lead will develop and implement the company's overall global media strategies and manage two direct reports who oversee A&P allocation & measurement, and governance, compliance, and planning.



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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Global Media Strategy and Planning Lead

The Global Media Strategy and Planning Lead is the visionary of Versuni's global media strategy. As an expert in media strategy, they will incorporate innovative ideas into the development and implementation of strategic processes that align with the company's overall marketing and business goals.

As the Head of Media's strategic counterpart, the Global Media Strategy and Planning Lead will manage the organization's strategic and tactical media planning activities and be the primary strategy contact for all relevant internal and external stakeholders.

The Global Media Strategy and Planning Lead will be part of a dynamic central media team (COE) and manage two direct reports who oversee A&P allocation & measurement, governance, compliance, and planning. Together with this team, they will not only ensure A&P compliance but also identify gaps, overlaps, and growth opportunities in the various global markets.

The Global Media Strategy and Planning Lead will track the performance of media channels and set global KPI & ROI guidelines based on data driven insights. They will collaborate with the A&P team to create insightful reports to be used by the head of marketing in decision-making processes.



In addition, they will manage large global projects and work closely with cross-functional teams to develop and implement innovative media strategies and campaigns. The Global Media Strategy and Planning Lead will introduce structure into the newly formed organization, implementing streamlined global processes for all aspects of media, including data, technology, and infrastructure. They will strive to maximize reach and engagement of target audiences across all relevant channels, contributing to the company's growth ambitions.

As the go-to expert on emerging media technologies, the Global Media Strategy and Planning Lead will monitor media trends and assess their potential impact on Versuni's media strategies. They will also be responsible for managing strategic media agreements with third party partners. This includes reviewing and evaluating proposals from global media partners, including Google and META.

Versuni is an inclusive, collaborative, and fun place to work. The dynamic international team is on an exciting journey of building up the Versuni brand worldwide and the Global Media Strategy and Planning Lead will play an important role in the future success of the company. This opportunity is perfect for an ambitious leader who is passionate about media strategy and innovation and eager to make a strategic impact within this growing organization. ■



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.



It is an exciting opportunity to join an entrepreneurial team where your contributions will be highly valued. Your creative ideas and media expertise will be crucial elements of the company's global digital strategy and the brand's future success.

Alexander de Ruwe, Global Head of Media