



VACANCY

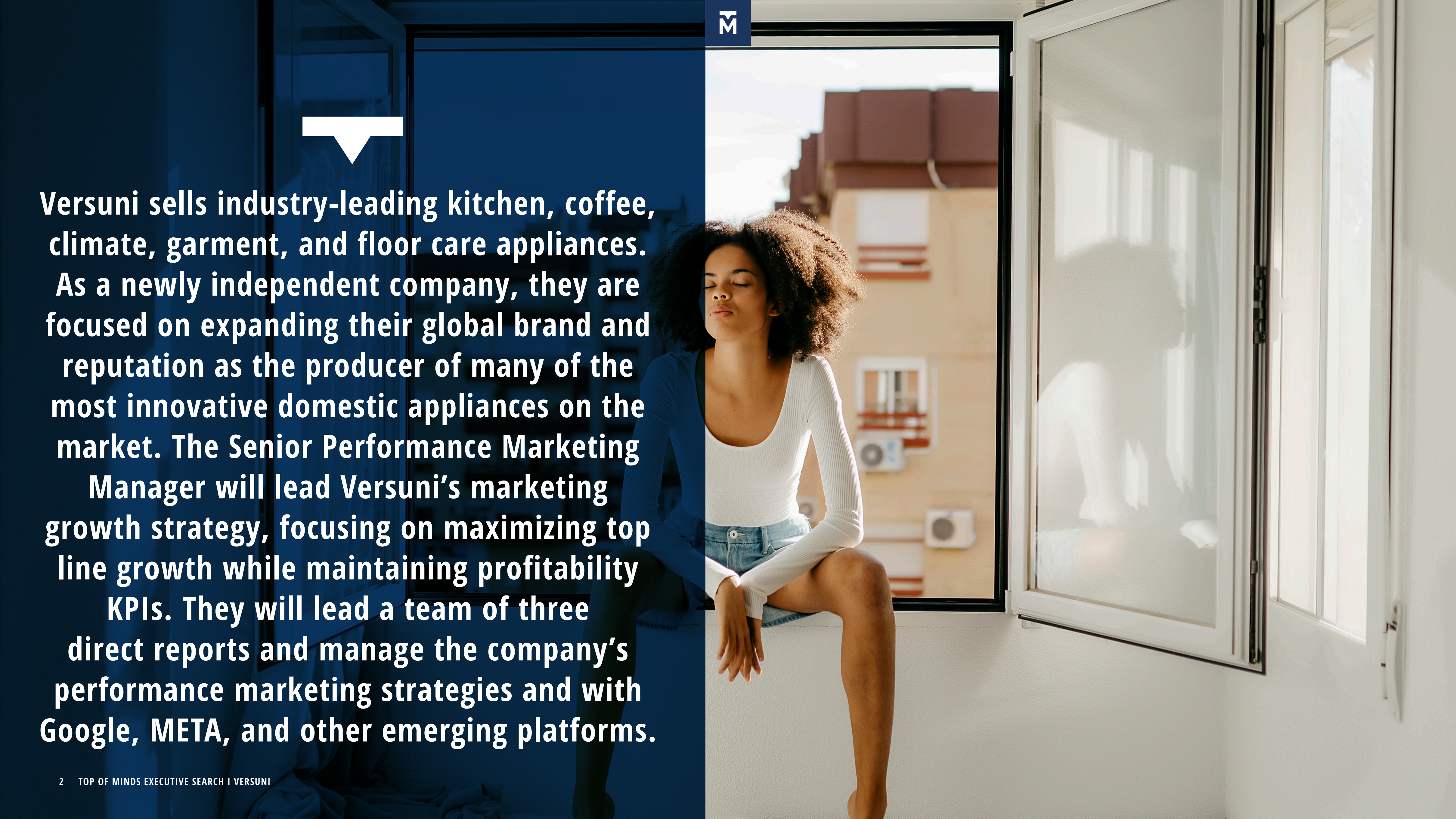
# Senior Performance Marketing Manager

## Requirements

- Master's degree equivalent level in media/ communication/ marketing/ related field
- 7+ years of experience in digital performance marketing
- With a proven track record of developing effective media plans that drive business results

Amsterdam Minimum of 10 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 blue shorts. The window shows a view of a building with a red roof and air conditioning units. The background is a dark blue gradient with a white downward-pointing arrow.

**Versuni sells industry-leading kitchen, coffee, climate, garment, and floor care appliances. As a newly independent company, they are focused on expanding their global brand and reputation as the producer of many of the most innovative domestic appliances on the market. The Senior Performance Marketing Manager will lead Versuni's marketing growth strategy, focusing on maximizing top line growth while maintaining profitability KPIs. They will lead a team of three direct reports and manage the company's performance marketing strategies and with Google, META, and other emerging platforms.**





## 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 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

## Senior Performance Marketing Manager

**The Senior Performance Marketing Manager will elevate Versuni's global media and marketing performance. They will lead the organization's marketing growth strategy, focusing on maximizing top line growth while maintaining profitability KPIs.**

The Senior Performance Marketing Manager has a vast understanding of the global media landscape and is an expert in developing and executing effective media plans. Wearing multiple hats, they will be a key point of contact for many internal and external stakeholders (ie Markets, Activation hub, Amazon- or D2C team). They understand the value of fostering strong relationships with the various parties to understand business challenges, identify opportunities for growth, and create clear business cases to influence media-related priorities and drive results in the six regions.

The Senior Performance Marketing Manager will take ownership of the brand's performance within the various digital platforms. They will lead a team of three Platform Managers who each specifically focus on managing the performance of the company's marketing strategies and investments with Google, META, and other and emerging platforms.





Always on the lookout for opportunities to grow, they will work with external partners like our media agencies. In addition, the Senior Performance Marketing Manager will closely collaborate with the media and marketing team to define streamlined agendas and roadmaps and align on investments, activation strategies, and KPIs.

They will focus on implementing a scalable performance marketing infrastructure across multiple markets, marketing channels, engines, and platforms. By working closely with the business side, analytics and data science, the Senior Performance Marketing Manager will support process optimization efforts through the development and integration of (customized) tools throughout the global organization.

Versuni is on an exciting business journey as a newly independent company. They offer a dynamic international working environment and pride themselves on being a fun place to work. This role is perfect for an analytical people-person eager to join an innovative and entrepreneurial team and make a strategic impact on the marketing performance of this growing global organization. 🇳🇱

**Interested?** Versuni is working with Top of Minds to fill this vacancy. To express your interest, please contact Marlies Hoogvliet at [marlies.hoogvliet@topofminds.com](mailto:marlies.hoogvliet@topofminds.com).



**“The Senior Performance Marketing Manager will take part in important strategic dialogues with a wide variety of stakeholders, give them direction, and drive results. Your media insights and strategic input will be used to form our best practices on a global scale and take our marketing performance to the next level.”**

Alex de Ruwe, Global Head of Media