

Activation Lead in Brand Activation PH



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentiax.nl/x-913542-z>

Functieomschrijving







Activation Lead in Brand Activation PH

Role & Responsibilities

- Â Responsible for performance of ONE PH campaign in 1-2 markets
- Â Accountable for timely and quality setup, readiness & launch of the ONE PH campaign
- Â Accountable for live monitoring and optimization of the ONE PH campaign (incl daily management)
- Â Accountable for insightful and actionable ONE PH evaluation
- Â Business partner of local Campaign Lead
- Â Coordination and coaching of assigned activation resources to the market(s)
- Â SPOC for all global and local teams such as: global brand (campaign owner); global functions (competence owners); global BUs (champion insights owners); local activation (channel budget owners); local marketing (category budget owners)

Type of experience required

- Â ?10 years of marketing, activation, advertisement, etc.
- Â Project and team management experience
- Â Matrix organization experience
- Â Media and advertisement proficiency, incl MMM (media mix model), digital analytics and Amazon analytics
- Â Having worked with markets in Philips, in the scope of activation of campaigns and foundation

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