

Posted 05 April 2022

SENIOR INTERNATIONAL CONTENT MANAGER

New York

The Senior International Content Manager oversees global content strategy and execution for our multi-channel, integrated content campaigns across all client-facing and internal offline and online marketing channels and platforms. This individual will drive and implement content strategies and provide direction to our internal content team and to our third-party partners. This role reports to the GMD/CMBDO and works closely with specialist departments, digital marketing, product, creative, business development, and press teams to develop and market content in support of our brand, auctions, exhibitions/events, partnerships, and online selling platforms, to grow our audience and enhance customer retention.

Direct reports to the Senior International Content Manager include the International Head of Video and Multimedia Producer, the Social Media Manager, the Marketing Content Editor, and the Email Marketing Manager.

Duties and Responsibilities

- Work closely with GMD/CMBDO to define and develop overall integrated content strategy and execute deliverables on time and on budget, as well as leveraging existing tools to provide timely, accurate results
- Lead all online and offline content and work with other key teams within the company to ensure content accuracy and consistency across all marketing channels
- Create and manage annual and campaign-focused content budgets
- Spearhead content strategies for social media channels, as well as video and multimedia
- Foster and support 360-degree content marketing strategies for brand building and corporate initiatives, including, but not limited to online content hub, brand book, etc.
- Serve as the head content strategist and editor of phillips.com and key point of contact for all content enquiries related to our digital and mobile channels
- Manage commissioned editorial program and coordinate advertorial
- Help develop framework for analyzing performance of content initiatives and establish goals/KPIs based on learnings and expectations
- Own relationships with third parties and service providers
- Expand and define audience retention, segmentation, and personalization strategies across channels
- Maintain and nurture a high level of professionalism and support for all colleagues
- Perform any other ad-hoc duties as requested.

Management

- Manage and lead direct reports, including the International Head of Video and Multimedia Producer, the Social Media Manager, the Marketing Content Editor, and the Email Marketing Manager, working closely with the GMD/CMBDO
- Actively supervise, provide performance management, coaching, and development to direct reports
- Collaborate with the GMD/CMBDO to establish clear benchmarks for evaluation of success and identify targets for future success

Professional Skills and Experience

- 10+ years of experience producing and managing marketing content
- Proven ability to build consensus and work effectively within a cross-departmental team
- Ability to manage multiple projects in a fast-paced, deadline-driven environment

- Exceptional communication and organizational skills
 - Strong traditional / creative writing and editing skills
 - Extensive experience using content management systems (CMS)
 - Knowledge of basic HTML, CSS, JavaScript, and other languages a plus
 - Cross-channel and cross-sector experience is a plus
 - Passion and interest in art and design is a plus
-

Education and Training

- Bachelor's degree in English, Journalism, Art History or related field
-

Personal Attributes

- Ability to work professionally and collaboratively with other areas of the business
 - Proactive, self-motivated leader who is detail-orientated
-

Working Conditions

- Work is primarily undertaken in our New York office at 432 Park Avenue
 - Travel on occasion as required
 - Newly hired staff must be fully vaccinated by their start date. Applicants unable to comply with this policy due to an underlying medical condition or sincerely held religious belief may be eligible for an accommodation, unless such an accommodation would be unduly burdensome or present a direct threat to the applicant, our employees, or the members of our greater community.
-

Please submit your resume and cover letter to Careersus@Phillips.com. Please use the subject header "Senior International Content Manager". Please be advised: due to the high volume of applicants, we are only able to contact those candidates whose skills and backgrounds best fit the needs of the open position. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.