

# United Kingdom Jobs Expertini®

## Head of Omnichannel Communication (online and offline)

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Company: Philip Morris International

Location: United Kingdom

Category: educational-instruction-and-library

Be a part of a revolutionary change At PMI, we've chosen to do something incredible. With huge change, comes huge opportunity. So, wherever you join us, you'll enjoy the freedom to dream up and deliver, better, brighter solutions in a space that allows you to move your career forward in endlessly different directions. The Smoke Free Product function is undergoing a critical overhaul as we look to transform into an agile, consumer-centric business that harnesses technological innovation to deliver smarter, science-backed alternatives to millions of adults around the world who would otherwise continue to smoke. It is only by focusing on our strategic priorities and the right organization that we are fully enabled to deliver what matters the most for our consumers along their journey toward better alternatives to cigarettes - a smoke-free future. Here, you can make a difference. You can craft the consumer journey, from discovery and acquisition through to conversion and loyalty. And you can watch your efforts lead to meaningful change for the benefit of adult smokers on their way to better alternatives. You'll develop your skills; collaborating across functions, markets and regions. If you want to play a part in driving one of the biggest societal changes of our time, there's no better place! For our team in the UK – Global Studio (London) we are therefore looking for a Head On and Offline Channel Communications. The overall purpose of this position: This is a brand building leadership role, dedicated to spearheading the thought leadership and marketing content tools for our online and offline channels, within the Consumer organization. The role is part of the Brand Franchise team (Integrated Brand Building function). The mission is to steward the development of channel specific / channel native content for the brand(s), product launches and services

ecosystem. The ultimate objective is to build our portfolio of Reduced-Risk Product Brands as iconic, leading powerhouses. The Head On and Offline Channel Communications will manage a team of Subject Matter Experts (SMEs), spark channel specific thinking and development for our websites, social media, paid media, eCRM, indirect and direct retail, collaborating with our in-house agency as well as with external agencies, partnering closely with the Brand and Product Marketing teams and reporting into the Global Head. You will:

- Steward thought leadership to continuously increase the relevance and impact of our consumer facing communications online and offline. You will focus on ensuring we develop best in class content for web, social, paid, eCRM, indirect and direct retail, that is both consistent across touchpoints while being “native” to the channel. There will be a mix of channel specific initiatives, as well as stewarding the implementation of brand and product campaigns for the assigned channels
- Drive creation and delivery of channel specific native content for BtoC channels including web, CRM, paid, social, direct and indirect retail
- Responsible for team of channel communications SME + contractors, leading creation and delivery of channel fit for purpose content, delivering in excess of 60K assets per year
- Develop all brand and product communication channel specific assets based on brand and category briefs
- Partner with CX teams on delivery of CX fit for purpose content, ensuring alignment of key stakeholders, consistency across channels and measurement against KPIs
- Drive thought leadership on innovative, channel native content that delivers on both brand message and on channel truths.
- Contributes to and delivers on always on channel content strategy, in partnership with markets
- Manage assigned budget across in house and external agency partners
- Work closely with design markets to ensure content is developed based on core consumer and channel insights, drive engagement and maximize channel opportunities in accordance with our regulatory framework

We’re looking for someone with:

- Proven brand-building leadership role working as global/digital marketing lead in a regulated category (category understanding advantageous)
- Proven track record of developing integrated omnichannel campaigns.
- Passionate brand builder
- Proven people leadership experience
- Advanced knowledge of all elements of the brand & marketing life cycle including intimate knowledge of digital channels and its application in the context of brand building
- Relevant tertiary qualifications in Brand, Marketing, Digital Marketing or other related fields

What we offer: Our success depends on the people who come to work every single day with a sense of purpose and an appetite for progress. Join PMI and you too can:

- Seize the freedom to define your future and ours. We’ll empower you to take risks, experiment and

explore. •Be part of an inclusive, diverse culture, where everyone's contribution is respected; collaborate with some of the world's best people and feel like you belong. •Pursue your ambitions and develop your skills with a global business – our staggering size and scale provides endless opportunities to progress! PMI is an Equal Opportunity Employer

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