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| <b>Job Title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Lead Manager - Media</b> |
| <b>Business Unit</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ODC                         |
| <b>Function/Region</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | USA Marketing               |
| <b>Location</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | New York, NY                |
| <b>Leader</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Head of Digital & Media     |
| <b>People Leadership</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | No                          |
| <b>Job Level</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 4A                          |
| <b>Role Purpose</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                             |
| <p>Own the development and delivery of media strategy and the paid ecosystem for the US brand portfolio.</p> <p>Ensure media investment, audience strategy, and channel execution drive effective consumer engagement and commercial impact within a connected Consumer Engagement model, while shaping how content performs and evolves across channels.</p> <p>Partner with Brand, Digital, Comms, Insights &amp; Analytics, and Division Marketing teams to ensure paid media amplifies storytelling, strengthens cross-channel performance, and drives continuous optimization and learning.</p>                                                                                                                                                                                                                                                                                                                                                                   |                             |
| <b>Accountabilities</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                             |
| <b>Media Strategy and Paid Ecosystem</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                             |
| <ul style="list-style-type: none"> <li>• Lead media strategy and planning across brands</li> <li>• Translate brand strategy into effective paid media and audience plans</li> <li>• Own the paid ecosystem, including channel mix and investment allocation</li> <li>• Develop media model and investment principles in partnership with Head of Digital &amp; Media</li> <li>• Ensure paid media plans align with owned, earned, and influencer activity</li> <li>• Oversee paid content strategy, including format, channel fit, and performance optimization</li> <li>• Partner with brand and digital teams to ensure content is designed for effective paid distribution</li> <li>• Provide clear feedback on content performance to inform creative development</li> <li>• Direct media strategy and investment across Division Marketing and local teams, ensuring media spend is aligned, coordinated, governed, and executed through the media AOR</li> </ul> |                             |
| <b>Audience and Performance Optimization</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                             |
| <ul style="list-style-type: none"> <li>• Define audience strategy for paid media in partnership with Insights &amp; Analytics</li> <li>• Drive performance through continuous optimization, testing, and learnings</li> <li>• Identify opportunities where media can strengthen cross-channel impact</li> <li>• Apply performance learnings across brands to drive compounding results</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                             |
| <b>Agency Leadership and Governance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                             |
| <ul style="list-style-type: none"> <li>• Own Media AOR relationship, including scope, structure, and performance</li> <li>• Lead annual SOW development, fee management, and ongoing governance</li> <li>• Ensure best-in-class strategy, planning, and execution from agency partners</li> <li>• Oversee media investment accountability and performance delivery</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                             |
| <b>Integration and Amplification</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                             |
| <ul style="list-style-type: none"> <li>• Partner with Digital Lead to amplify owned and CRM activity through paid media</li> <li>• Support influencer and earned amplification in partnership with PR &amp; Comms</li> <li>• Ensure media is fully integrated into campaign planning and activation</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                             |

- Enable consistent, connected execution across channels

**Innovation and Capability**

- Identify and pilot new media channels, formats, and partners
- Support adoption of new tools, data, and AI capabilities within media
- Contribute to development of media and performance capability across the organization