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# Example of Manager, Activation Job Description

Our company is growing rapidly and is hiring for a manager, activation. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager, activation

* Proven capability for managing large amounts of complex data
* Work together with the local sales team and Cluster EAST sales managers to provide small appliances training, merchandising tasks and clear sales targets to the team so that they can effectively train in store staff
* Apply and secure execution of European marketing go-to-market plans in the countries in the Sales Unit
* Fully adhere to European strategies and activities
* Make local plans to secure financial targets are achieved
* Align all go-to-market plans with the Sales Unit Manager and Cluster EAST product manager
* Be the Sales Unit category manager, driving projects in collaboration with the Cluster East management
* Full responsibility for supporting all launches / platforms with appropriate in-store support elements
* Present all support elements to the Sales Unit
* Collect designed POS orders and submit to cluster EAST Marketing Activation Manager

## Qualifications for manager, activation

* Ability to articulate ideas and influence key stakeholders
* Strong collaboration skills, working with a variety of stakeholders across organization
* 4-8 years of work experience in sales promotion development program/trade marketing/BTL promotions/brand management for FMCG company (at commercial company or agency)
* Secure excellent in-store execution in the Sales Unit
* Visual feedback and comments of support elements
* Responsibility for Product PR and Digital Communications in the country