Downloaded from <https://www.velvetjobs.com/job-descriptions/manager-shopper-marketing>

# Example of Manager Shopper Marketing Job Description

Our innovative and growing company is hiring for a manager shopper marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for manager shopper marketing

* Build and manage shopper marketing budget and T&E to maximize spend and deliver results
* Focus expenditures against value-driving initiatives, and provide early visibility to budget overages or shortfalls
* Collaborates with key stakeholders (account executives, Team Lead, Category Development, Brand Teams, Retailer) to identify, align and prioritize common sales goals joint business planning
* Lead innovative in-store programs including ideation, production of materials and execution communication to drive off-shelf placement and build brand awareness with consumers, with a focus on 360 degree integration
* Work as part of the sales & marketing team to drive and execute commercial product innovation for Target in all product segments
* Manage national retail marketing calendar, campaigns and all day-to-day communications internally and externally to respective teams, brand partners and key accounts
* Work with Senior Sales Strategy Analyst to understand pre and post-program ROIs and recap to leverage the understanding to make improvements in future programs
* Establish key benchmarks and develop a formal reporting system to analyze data and ensure measurable results within each channel of trade
* Participate in annual marketing plan development to ensure that retail needs are incorporated into the brand plans from the beginning
* Provide thought leadership to the organization and regularly interact with the VP of Marketing and VP of Sales on matters concerning retail marketing programs

## Qualifications for manager shopper marketing

* 5 years of experience with shopper and customer marketing (prefer fast-paced consumer packaged goods experience)
* Experience working with national r/etailer teams (e.g., category managers, merchants, marketing managers, insight managers)
* Must have a high digital awareness and strong office productivity software (e.g., PowerPoint, Excel, SAP) skills
* Champion all shopper marketing initiatives for Dollar General to help deliver the business plan
* Transform insights into added value by creating shopper solutions that convert shoppers into buyers driving incremental revenue for the system
* Advance shopper marketing leadership capabilities including best in class messaging, customer specific media, emerging shopper technologies and social connections to our brands