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# Example of Manager Shopper Marketing Job Description

Our growing company is looking to fill the role of manager shopper marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager shopper marketing

* Support Insights enhanced capabilities, with a particular focus on Most Valuable Households
* Brief, develop and deliver national and local purchaser marketing programs in the on and off premise channels
* Provide local purchaser-specific insights to inform customer review meetings and commercial propositions
* Adapt the Global Point of Purchase (POP) vision and strategy for the overall spirits and the specific categories ensuring our Category vision comes to life within the local retail environment
* Apply the global Category Growth framework embedding an occasion based approach which informs the “Where to Play” strategy and the “How to Win” execution through the IAP process
* Apply the framework by which we will create, identify and codify successful Purchaser Marketing programs that drive value share for our brands
* Share, ‘steal’ and re-apply activation ideas and executions from other markets where relevant programs and plans exist
* Develop shopper propositions based on insights that support the activation of brand and the category strategies whilst monitoring budgets & promotion spend (depending on market) and evaluating impact
* Develop and maintain a mutually beneficial customer contact strategy and help broaden engagement with our key customers
* Manage relationships with external agencies to ensure we develop physical and digital campaigns to the highest quality for our customers and environments whilst ensuring we meet the expected ROI

## Qualifications for manager shopper marketing

* Prior agency management experience is a plus
* Strong commercial acumen analytical and negotiation skills and financial management of large scale budgets
* Must have excellent follow-up skills to work cross functionally with all teams to manage and complete programs with tight deadlines
* Interest in learning print and prepress production as related to display and gift box programs
* Proactive problem solver & strong collaborator with a global mindset
* Strong shopper marketing or retailer marketing experience with a consumer electronics company is highly preferred