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# Example of Shopper Marketing Manager Job Description

Our company is growing rapidly and is looking for a shopper marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for shopper marketing manager

* Understands and applies Shopper, Consumer and Industry insights using Nielsen Nitro, Nielsen Household Panel, Spectra, shopper card data (84.51, CVS Extra Care, ) and other market research (Custom Shopper Research, A&Us, Marketing Mix Model, NPD Concept testing)
* Works with TL and Shopper Insight team to identify understand new measurement and insight opportunities (vendor assessment, new skillset requirements)
* Ability to think both creatively and practically
* Develop and implement annual trade promotion plans with key customers and channels– will own consolidated customer marketing plan
* Understand the business model of key customers and how to leverage internal processes to drive opportunity for Royal Canin
* Support the development of the trade selling story at key accounts
* Support development and introduction of new products, product news, new packaging
* Analysis of marketing objectives, strategies and tactics consistent with financial, volume and sales goals
* Translate consumer/shopper insights into actionable brand opportunities at strategic accounts
* Develop and defines the material needed by the sales force in order to increase brand awareness and educate stakeholders on our products

## Qualifications for shopper marketing manager

* BS/BA in relevant field, Marketing/Business Administration preferred
* Maximize the effectiveness of marketing investments through a rigorous ROI and post program analysis process
* Be a strong cross functional team partner to the national sales lead, with the ability to problem solve and capitalize on incremental opportunities
* Work collaboratively with creative activation manager by providing the individual creative briefs and work plan timelines to enable execution excellence and program efficiencies
* Balance the priorities of the customers and Company’s key stakeholders to provide win-win solutions
* Over 5 years of Shopper Marketing and/or Consumer Marketing experience in FMCG