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# Example of Shopper Job Description

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

## Responsibilities for shopper

* Recommend account-specific programs or promotions, and proposes adjustments to the mix, including eChannel, based on changes in metrics and trends
* Build long-term relationships with account marketing departments to influence program adoption
* Conducts store visits to facilitate solid understanding of competitive activity, effectiveness of off-shelf placements and in-store execution opportunities
* Manage budget and prioritize programs based on ROI
* Execute flawlessly defined shopper marketing programs with Shopper Marketing Controller ensuring deliverables are met on time with the accounts
* Manage shopper marketing budget ensuring spend is maximised and allocated appropriately across categories and brands
* Inspire and build confidence in the value of shopper marketing with interfacing functions and customer contacts including broader commercial training on Shopper marketing 101
* Drive to specified convenience stores and ask to purchase cigarettes, then wait for clerk to ask for ID
* Drive to specific restaurants and after being seated, ask for a beer and wait for ID’s to be requested
* No purchases are made & results are simply recorded manually and then logged in online

## Qualifications for shopper

* The ability to work as part of team
* High level of organizational and prioritizing skills, with attention to detail
* Highly self motivated with minimal direct supervision
* Analytical abilities to interpret data and how it applies to business needs
* Daily travel with periods of frequent overnight stays
* A Bachelor’s degree in Business, Marketing, Finance, or related field required