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# Example of Trade Marketing Job Description

Our growing company is searching for experienced candidates for the position of trade marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for trade marketing

* Manage inventory planning process
* Work with retail marketing and brand marketing to ensure accurate and timely sales communication of all New Releases
* Lead the development and implementation of all retail and wholesale marketing programs with the goal of driving revenue, traffic and cultivating brand awareness across Europe
* Spearhead the development and execution of comprehensive new store opening plans, including partnership with PR/Press, events, direct mail and digital, partnerships
* Partner with Head of Brand Marketing to deliver creative assets and materials needed to support seasonal and local marketing initiatives
* Liaise with Global CRM and partner with Manager, CRM – Europe on customer segmentation strategies by key account
* Develop comprehensive alignment and partnership for key marketing activities with third parties (department stores, malls, outlet villages, wholesale accounts)
* Manage and develop a high performing team of four
* Oversight and management of annual marketing budget
* Minimum 8-10 years of trade/retail marketing experience

## Qualifications for trade marketing

* Minimum 8 years of sales, trade marketing or retail marketing experience required, preferably in the entertainment or consumer products industries
* Ability to analyze facts and data to provide insight
* Must be able to manage multiple priorities efficiently and quickly in a fast paced environment
* Ability to create and deliver proposals and presentations
* Previous experience of working with licensed partner property
* Willingness and flexibility to adapt to new challenges and changes to the role