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

# Example of Trade Marketing Job Description

Our growing company is looking to fill the role of trade 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 trade marketing

* Constant monitoring of in-store activities (L’Oreal and competition)
* Developing a Trade Marketing plan for the retail channel
* Create post-analysis of Fall TV titles and top selling titles outside of Fall TV with respective sales performance, placement competitive analysis of releases, retails, , for the first 8 weeks at top accounts
* Recommend actionable in-store solutions based on a clear understanding on shopper behavior within the Category/sub Category
* Research, analyze and prepare introductions to potential new customers and channels
* Identifies market, shopper, and category knowledge gaps, and works with appropriate cross-functional teams to ensure gaps are closed and insights are deployed in the marketplace
* Spends time in the field to understand the customer environment and shopper behavior
* Be involved in the development of annual programs for Retail and Wholesale with the objective to engage, activate, educate, measure and reward them in order for them to focus on growing our brands
* Assist in the mechanic development and respective tools and materials needed to deploy the respective programs
* Follow up and coordinate the briefings, design and development of outputs from the Trade Marketing agency to regards to mechanics for the Trade programs and the respective materials

## Qualifications for trade marketing

* Work closely with the Marketing Manager and Sales team to ensure the timely and effective development, delivery and placement of all in theatre materials, including trailers, standees and one-sheets and any bespoke display materials
* Ensure the maximisation and optimisation of resources allocated to theatres, and the coordination with theatre managers of a full programme of in-theatre movie support
* ROI management
* Bachelor Degree in Business, Economics, or Mathematic
* High level of understanding Operating Contribution and Net Revenue
* Prior experience with product lifecycle management