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# Example of Trade Marketing Job Description

Our growing company is searching for experienced candidates for the position 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

* Assist in the measurement of the success of trade activity and make recommendations for future activities following up on the numeric results but also ensuring qualitative feedback sourced from the Trade partners and directly from the Field force
* Support, monitor and mentor BC in-field for early problem solving and action
* Organize seasonal training to train BC (and store staff if necessary) with new directive, product launch, in-store activities
* Lead in the mechanic development and respective tools and materials needed to deploy the respective programs
* Propose and handle the creative development of commercialization tools and materials (both hardware and software), prizes and experiences of high quality and trade and consumer impact, in order to ensure the achievement of high awareness and the generation of trial
* Closely coordinate with Marketing, Key Account and Distributive Groups and constantly provide consultancy on such matters
* You are responsible to coordinate the implementation of Trade Days in C&C and the presence of hosts/hostesses via a third party agency
* You have a keen desire to understand the trade channels and customers, able to identify growth opportunities
* You have a passion to deliver, able to design full end to end programmes that achieve the business drivers and deliver against set objectives
* Confident with managing budgets and forecasting against set objectives with a keen eye for detail

## Qualifications for trade marketing

* Extreme attention to detail \* Superior organizational skills and time management \* Must be able to multi-task and oversee several tasks at one time \* Be able to work independently \* Stay on top of and meet deadlines \* Strong problem solving skills
* Passionateperson who will inspire your team and the people around you
* Naturally aware and inquisitive of trends, new products and consumer habits
* Creativeand an out-of-the-box thinker who challenges traditional methods
* Hardworkingwho will eager to learn
* Resilientwho will easily adapt a new challenging environment