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# Example of Trade Marketing Job Description

Our innovative and 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

* Leadership and coordination of 60 promoters nationwide
* Trade Marketing activations for the channel
* Develop Sell in & Sell Out Programs/activities for channel
* Contributes and executes annual Budget
* Recommends and tracks success metrics for all the activities
* Develop brand visibility
* Generate compelling shopper stories to develop wining strategies for categories vs
* Working with the Director of Marketing Communications on the development of marketing materials for AGM expansion, working with advertising agencies, graphic designers and printers
* Working with the Director of Marketing Communications and advertising agency in development of media plan and creative for the Proactive Replacement campaign
* Assisting with planning, implementing and logistics for our premier customer event in June

## Qualifications for trade marketing

* Superior knowledge of home entertainment products and the physical/digital retail landscape
* Must be able to proactively identify issues and develop solutions to address
* Must have ability to communicate and negotiate effectively with customers
* Must have the ability to lead and effectively motivate internal team members and external parties
* Must be able to handle multiple concurrent tasks and shifting priorities
* Maintain and submit a monthly brand activity plan flowing from the annual plan and specific KPIs