



Example of Manager Shopper Marketing Job Description

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

Responsibilities for manager shopper marketing

- Evaluate and reports on results of promotional activities
- Manage perfect execution of the activity plan by continuously keeping contact with the key account management team focusing on the promotion management and promo evaluations
- Proactively builds effective working relationships with key cross functional groups including but not limited to Sales, Activation, Insights, Brand Marketing, Category Management, Revenue Margin Management, Legal and external agency partners
- Wire and collaborate with the Mountain Dew brand team to develop shopper activation plans across all enterprise customers that drive incremental growth and return on investment
- Manage, motivate, coach and develop a team of amazing direct reports
- Consumer (brand) activations
- In-store shopper activation
- In-store communication (incl
- Customer specific events
- Monitor and assess progress against the 6P's and strategic gaps vs overall brand strategy

Qualifications for manager shopper marketing

- Design and execute in-store activities to drive shopper conversion especially at Department stores

- Analyze various sources of market data and monitor competitors(New model listing, POP installation, VMD &)
- Identify shopper targets, needs, purchase barrier, decision tree and insights to drive sales conversion
- Develop and implement in-store presentation strategy(display, merchandising, communication)
- Manage, track and evaluate effectiveness for in-store activation