



Example of Manager Shopper Marketing Job Description

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Our growing company is looking for a manager shopper marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for manager shopper marketing

- Identifies brand optimal shopper targets develop the relevant intersection between shopper and consumer by channel/retailer
- Display Program (off-shelf/secondary packaging/gift packs)
- Bachelor's degree in Business Administration with a Marketing concentration plus 5 years of marketing, customer marketing, sales, winery operations, data analytics/sales development or supply chain experience reflecting increasing levels of responsibility
- Grocery or Drug Channel experience
- Understanding how to localize digital media and integrate with consumer marketing
- Ability to manage multiple tasks and details with superior organizational skills
- Proven ability to envision strategic concepts to solve Shopper Marketing challenges
- Deliver shopper programs that drive category growth by understanding brand positioning, category drivers and shopper insights
- Partner with Brand Marketing to ensure that all shopper activity is in line with current brand positioning and, whenever possible, is also activating against brand big ideas and tent pole activations
- Build the annual calendar of shopper activations across all steps of the shopper path to purchase

- Trade marketing, Shopper marketing or Brand management
- High level of skill for understanding operation system and value chain of retail channel
- High level of skill for understanding of shopper behavior and strategy by each retail channel
- High level of skill for developing channel-fit Go-To-Market strategy
- High level of skill for analyzing data and finding implication from data
- High level of skill for business English communication