



Example of Manager Shopper Marketing Job Description

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Our growing company is looking to fill the role of manager shopper marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for manager shopper marketing

- Support Insights enhanced capabilities, with a particular focus on Most Valuable Households
- Brief, develop and deliver national and local purchaser marketing programs in the on and off premise channels
- Provide local purchaser-specific insights to inform customer review meetings and commercial propositions
- Adapt the Global Point of Purchase (POP) vision and strategy for the overall spirits and the specific categories ensuring our Category vision comes to life within the local retail environment
- Apply the global Category Growth framework embedding an occasion based approach which informs the "Where to Play" strategy and the "How to Win" execution through the IAP process
- Apply the framework by which we will create, identify and codify successful Purchaser Marketing programs that drive value share for our brands
- Share, 'steal' and re-apply activation ideas and executions from other markets where relevant programs and plans exist
- Develop shopper propositions based on insights that support the activation of brand and the category strategies whilst monitoring budgets & promotion spend (depending on market) and evaluating impact
- Develop and maintain a mutually beneficial customer contact strategy and help broaden engagement with our key customers
- Manage relationships with external agencies to ensure we develop physical

Qualifications for manager shopper marketing

- Prior agency management experience is a plus
- Strong commercial acumen analytical and negotiation skills and financial management of large scale budgets
- Must have excellent follow-up skills to work cross functionally with all teams to manage and complete programs with tight deadlines
- Interest in learning print and prepress production as related to display and gift box programs
- Proactive problem solver & strong collaborator with a global mindset
- Strong shopper marketing or retailer marketing experience with a consumer electronics company is highly preferred