



Example of Manager Shopper Marketing Job Description

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Our innovative and growing company is looking to fill the role of manager shopper 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 manager shopper marketing

- Support the weekly shopper marketing communication process to the sales teams around upcoming activations and developments to the annual plan
- Define your assigned partners' perfect outlet standards, a "Picture of Success", for each of your accounts' digital properties
- Collaborate with internal teams and external partners to evaluate and recommend any new technology and digital merchandising solutions
- Develop and deliver monthly reports with online retailer-specific site and campaign KPI's
- Provide strategy and thought leadership around digital activation and consumer engagement
- Advancing key shopper marketing platforms and capabilities supporting the growth strategies– , messaging, in-store media
- Performance Enablement
- Evaluate key Shopper Marketing programs 90 days post program completion
- Leverages national Shopper Marketing strategies (platforms) and toolkits to drive execution and help achieve business objectives at assigned accounts
- Identifies business opportunities within our categories that enhance equity of brand (usually non-price based) and provide shoppers with solutions based on needs

Qualifications for manager shopper marketing

- Builds effective working relationships by developing and collaborating with teams or those outside the team to accomplish organizational goals
- A minimum of 5 years of experience in shopper marketing / trade marketing function
- Experience and proficiency in working cross functionally across marketing, Internal stakeholders, sales and external business customers is required
- Experience managing agencies and production companies is also required
- Proven ability to collaborate broadly with a flexible positive attitude and the ability to get results
- Ability to work at both strategic and tactical level