

# Example of Manager, Trade Marketing Job Description

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

## Responsibilities for manager, trade marketing

- Develops tools in accordance to the Dealer Tiering system
- Manages the strategic development and execution of well-conceived rollout plans and budgets, aligning cross-functional teams towards a flawless execution of the strategy
- Leads development of various merchandising materials for the field sales force (i.e., sales brochures)
- Oversees the overall trade-marketing calendar by consolidating an end to end process in order to increase business efficiency and profitability
- Provides the brand with supporting analysis as needed for working sessions on marketing/sales/business strategy
- Takes fiscal responsible for the trade-marketing budget
- Generates new approaches, unique ideas and creative strategies and executions driving new levels of consumer engagement
- Allocates displays, POP, GWP and other promotional tools
- Integrates "Regulator" for tracking, ROI and allotment purposes
- Tracks and monitors all Displays and POP

## Qualifications for manager, trade marketing

- Work with Central Marketing to evaluate (and recommend) for appropriateness and usefulness the list of brand marketing assets produced up-front as standard
- Monitor PR and marketing activities of key partners to track their activity, and

- Build relationships with UK broadcasters, digital platforms and global OOH partners to encourage uptake of BBCW programme assets and ensure BBCW brand protection in all partners' use
- Work closely with the Online Programme
- Marketing Executive level roles held, ideally in media, broadcast or content organisations
- Experience of B2B marketing