



Example of Manager, Trade Marketing Job Description

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Our growing company is searching for experienced candidates for the position of manager, trade marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for manager, trade marketing

- Oversee the start to finish process of Trimester planning, including communication with GRB field sales team and Wholesalers throughout the process
- The incumbent must be able to ground all 4P go to market strategies, recommendations & initiatives in both financial and share validation
- The manager will champion NPD/EPD launch strategy (by channel) and provide all associated sell in materials, including the category growth relevance of the initiative, trade deck, samples, support material, specifications and displays
- Support all content development for internal meetings
- Work closely with the brand teams to manage portfolio
- Work with Exton teams to help coordinate key account and trade show samples
- Coordinate all items needed for Trade Shows
- Support Planogram Process
- Participate in weekly Sample Meetings
- Provide customer, consumer and shopper connected solutions based on Shopper Occasions Activation Framework to drive Brand performance across all Channels adhering to critical path management process

Qualifications for manager, trade marketing

- Passionate about entertainment/lifestyle and digital space
- Develop and execute local shopper activation plan for Health and Wellness Category with a deep understanding of shopper behaviour across channel (Electronic tooth brush & baby care category - Sonicare and Avent brand)
- Manage In-Store Excellence(ISE) process/metrics and improve ISE quality/status to increase sell-out
- Conduct ROI measurement and deliver valuable implication for stakeholders
- Communicate with HQ shopper marketing to understand global strategy and to align local executions