



# Example of Manager, Trade Marketing Job Description

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Our company is hiring for a manager, trade 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, trade marketing

- Develop sales targets and allocate gross to net and promotion budgets by channel, customers, and product lines
- Manage pricing execution and trade promotions
- Lead innovation commercialization, leveraging information from the Brand Development team
- Develop materials for line reviews and other critical customer meetings to drive the category development strategy into action
- Manage weekly coordination points with key accounts
- Prepare monthly sales forecasts
- Develop and execute gap closing activities to ensure budget delivery
- Lead yearly deep dives with Customer Development team on innovation and core products opportunities and education
- Participate in key accounts relationship management and evolution
- Responsible for translating and localizing One Execution Plan into powerful local commercial plan across channels and customers - collaborating with European Customer Marketing and Sales team

## Qualifications for manager, trade marketing

- 5 years of trade marketing/sales planning/merchandising experience
- Consumer Electronics or Mobile industry experience mandatory

- Proven ability to multi-task and manage competing priorities effectively
- Experience managing multi-million dollar budgets and 3rd party Vendor relationships