



Example of Manager, Trade Marketing Job Description

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Our innovative and growing company is hiring for a manager, trade marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for manager, trade marketing

- Managing merchandisers & promoters in Estonia
- Developing or adapting generic TM (Trade Marketing) tools & deliverables like POS, toolkits
- Managing the training function for all PH categories for distributor teams and shop floor personnel
- Developing and proposing the in-store vision of success for the category/sub category in each channel
- Execution of Category Marketing Plan (CMP) activities in accounts, owning marketing at the point of sales
- Understanding brand/category strategies, supporting/executing Perfect Store strategy in-store
- Training and briefing demonstrators, promo specific materials/tools for demonstrators
- Advertising and Promotion (A&P), below the line (BTL) budget management
- Planning and execution of agreed events and other promotion activities (samplings, fairs)
- Execution of customized offerings (incl

Qualifications for manager, trade marketing

- Good knowledge of the media and marketing business in general
- Good knowledge of digital trends
- Demonstrable track record in project management

- Excellent Microsoft Office skills with a strong focus on Power Point