

Example of Manager, Trade Marketing Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of 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

- Develop and execute trade marketing strategy and business plan and dedicate on continuously improving way of working
- Routine/ ad-hoc trade sales performance analysis and reporting
- Category/ Market expert in charge of adapting global / EMEA strategies & campaigns in terms of Country/Channel configurations & in regards of local Marketplace/Categories assessment (POS trends), Competition scope, Brand positioning
- Leading the creation of trade activation plan taking into account channel specificity, brand strategy and tailor made approach covering all 4 Ps - assortment, price, promotion, presentation and communication (in and out of page)
- Controlling ongoing retailer data quality for all e-Trade programs, escalating issues and informing opportunities that emerge
- Online analytics/tool management (reporting, evaluation, benchmarking, content availability)
- Price comparison website management
- Coordinating and optimizing the leads program
- Developing loyalty program management with eTailers (CRM, newsletters)
- Monitoring and evaluating of all projects showing the impact to sales results

Qualifications for manager, trade marketing

- Work closely with our strategic partners to
- Develop strong and productive relationships with key internal stakeholders including
- Bachelor Degree in Economics, Business Management /Marketing
- Minimum 5 years experience in leading function of at least 2 Marketing subjects and leading people