



Example of Shopper Job Description

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

Responsibilities for shopper

- Recommend account-specific programs or promotions, and proposes adjustments to the mix, including eChannel, based on changes in metrics and trends
- Build long-term relationships with account marketing departments to influence program adoption
- Conducts store visits to facilitate solid understanding of competitive activity, effectiveness of off-shelf placements and in-store execution opportunities
- Manage budget and prioritize programs based on ROI
- Execute flawlessly defined shopper marketing programs with Shopper Marketing Controller ensuring deliverables are met on time with the accounts
- Manage shopper marketing budget ensuring spend is maximised and allocated appropriately across categories and brands
- Inspire and build confidence in the value of shopper marketing with interfacing functions and customer contacts including broader commercial training on Shopper marketing 101
- Drive to specified convenience stores and ask to purchase cigarettes, then wait for clerk to ask for ID
- Drive to specific restaurants and after being seated, ask for a beer and wait for ID's to be requested
- No purchases are made & results are simply recorded manually and then logged in online

Qualifications for shopper

- Highly self motivated with minimal direct supervision
- Analytical abilities to interpret data and how it applies to business needs
- Daily travel with periods of frequent overnight stays
- A Bachelor's degree in Business, Marketing, Finance, or related field required