



## Example of Shopper Job Description

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Our company is looking to fill the role of shopper. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

### Responsibilities for shopper

- In your new role, you initiate shopper and customer insight development to define perfect packaging
- You ensure packaging, product, supply chain excellence and ECR (efficient consumer response) aligned to FMCG routes to market
- Finally, you lead, manage and inspire local trade & shopper capabilities by rolling out optimal non-vet channel packaging across countries including project management
- Perform in a fast-paced work environment which requires detailed work and precision?
- Work with Customers and stay attentive to their needs?
- Work a flexible schedule, based on business needs? (required)

### Qualifications for shopper

- Flexibility in assessing priorities and tasks
- University graduate with a minimum 5-7 years experience
- Experience with all types of qualitative and quantitative research techniques ideally including shopper/retailer environment research
- Experience in similar roles within Consumer Packaged Goods ideal
- Experience managing research agencies is essential
- Some commercial experience/exposure is highly desirable