



Example of Trade Marketing Manager Job Description

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Our innovative and growing company is looking to fill the role of trade marketing manager. 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 trade marketing manager

- Trade show requirements
- Trade media activity
- Input, update and manage Trade Marketing program and Customer data in management and budget systems
- Manage the planning and execution of key customer and consumer events
- Assist in developing and presenting business-building plans and programs through comprehensively understanding and converting consumer, category, competitor, and channel/customer insights
- Identify, review and create compelling traditional and innovative business-building customer program opportunities in conjunction with customers and Sales, including co-marketing initiatives with licensee partners and present recommendations for stakeholder buy-in
- Assist in identifying and securing new distribution opportunities and merchandising support across key accounts and trade channels
- Manage trade terms initiatives
- Support variety of marketing strategies including product launches, and communications efforts, merchandising displays
- Develops tools to promote sale-out (POP, contests, events)

Qualifications for trade marketing manager

- Demonstrated experience with leading, motivating and managing teams in an

- Previous experience of trade and trade to consumer campaign delivery and management
- Strong team player with ability to build effective relationships quickly and excellent stakeholder management skills
- Ability to analyse and present statistical data using spreadsheets
- Support sales teams in creating high quality sales materials (presentations, platform specific content lists, pitch documents, catalogues etc) to support key deals and business development activity