



Example of Trade Marketing Manager Job Description

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Our company is hiring for a 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

- Report to Sales Director
- Develops and implement the annual business strategies and plans in order to achieve business plan, distribution and merchandising target
- To initiate the promotional tools Trade presenter, Promotion Presentation material, POS material, selling tools by reapplying conceptual selling
- Working with supply, sales and finance to develop and execute successful Brand Plans to deliver net revenue, gross margin, market share and profit targets within timescales and budget as approved by Area
- Providing monthly updates to business review and monitoring market performance, responsible for successful implementation of Brand and Trade marketing plans as per business review and Business plan
- In collaboration with Sales Dpt, developing pricing and distribution strategies in line with trade promotions for brands
- Executing product launches agreed by Area/Region
- Implementing portfolio strategy in conjunction with global category and area innovation to support overall business strategy, short / medium term
- Implementing market copy strategy for brand and ensure adaption possible for category across area
- Develop and manage On & Off-premise Trade Marketing strategy for Golden Road beer brands

Qualifications for trade marketing manager

- Master Degree in a business related field
- Business degree qualified
- Capacity to efficiently and accurately meet deadlines
- BS/BA in a business or marketing discipline
- Ability to forecast a number of tools and work with sales reps to accurately determine the trade needs for the US market