



# 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. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for trade marketing manager

- Manage Program Performance focusing on delivering key metrics of volume and share to budget
- Drive continuous, well-structured campaign testing designed to validate the potential of engagement strategies
- Define, build and manage reporting and key business metrics related to customer engagement and long-term customer value
- Act as the voice of the customer by conducting and analyzing customer surveys and research studies
- Responsible for communicating and executing all National Promotion programs to the field providing feedback from field on competitive activity, desired programs, requested changes for future programs and effectiveness of programs to Brand Marketing
- Analyze and monitor the category market data
- Accountable for all Trade Shopper Marketing activities at key retailers in Benelux for Male Grooming products
- Joint responsibility for Market Share development, topline and profitability for all Male Grooming propositions
- Responsible for developing a Local Shopper Activation Plan and a category vision for relevant channels
- Recruit, develop and manage the trade marketing and merchandising teams

## Qualifications for trade marketing manager

- Interest/background in consumer products, action sports and premium brand positioning
- At least 5 years of experience in Trade Marketing with minimum 2 years in national role
- FMCG industry is a must - F&B/durable goods/cosmetics/alcohol
- Consumer/Shopper Research and Insights
- High level of passion to win with agility