



Example of Trade Marketing Manager Job Description

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Our company is growing rapidly and is looking for a trade marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for trade marketing manager

- Building expertise of a channel basing the knowledge on shopper insights, market data, best practices and stock & sell-out data from retailers
- Leading the creation of trade activation plan (channel strategy) for key categories in a channels under responsibility taking into account channel specifics and tailor made approach
- Develop, implement, maintain and improve trade marketing tools, allocate the necessary budget and guard the SLA with the supplier, in order to be able to gather distribution and sales information or to get incentive programs in place
- Define the objectives, the activity plan and the budget (incl
- Define and formulate observations and recommendations for new activities through analysis of sales data and through monitoring the success of the trade marketing activities
- Initiate activities to expand the seller base, so to increase the channel coverage and market penetration and gain market share
- Managing BTL activities for all small domestic appliances categories in Estonia, working closely on plans with marketing and sales team
- Managing BTL activities aimed at developing engagement with consumers within the store environment - both online and offline
- Managing BTL supplier base & relationships
- Generating market insights to be used for development & planning of marketing communications

Qualifications for trade marketing manager

- Fluency in English (an International experience during the studies or work is highly valued)
- 3+ years of related US Field Sales experience of which at least 2 years experience involving detailed program activations in the assigned markets
- Bachelor's degree in marketing or administration or equivalent is preferred
- Knowledge and experience of marketing
- Strong relationship builder (internally and externally)
- Experience in FMCJ industry within trade marketing function is required