



Example of Trade Marketing Manager Job Description

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Our innovative and growing company is hiring for a 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

- Drive and look for growth initiatives, inside and outside the given box
- Securing POS material and product samples for sales conferences and presentation of instore marketing elements
- Attend in-field store visits to have a complete understanding of how the shopper responds to customer and Baby brands in the shopping environment
- Aid manager in reviewing customer promotions and spend
- Aid in completing miscellaneous logistics for line review(s) when necessary
- Have a comprehensive understanding of sell-out activities and its results, which will be shared across TM team
- Have a comprehensive understanding of our spaces and CAPEX investment on the responsible account and ensure its maintenance and activation (incl
- Facilitate sales target achievement via maximize selling-out which was driven by effective promotion campaign and excellent in-store presence
- Support Marketing to match product strategies with trade shopper needs and provide constructive feedback to Marketing after consolidation within Sales department
- Support Channel/Account Managers and visit to trades to develop and structurally manage approved tailor-made campaigns under the agreed spending

Qualifications for trade marketing manager

- 3/5 years of experience in Marketing preferably in the FMCG sector

- Substantial experience of b-to-b marketing experience, preferably in the media industry
- Ability to multitask and work across a number of projects simultaneously, while all the time prioritising the workload
- Planning and controlling annual, quarterly & monthly promotion spends for the business across channels
- Designing monthly/quarterly activation plans and ensuring execution jointly with Sales, Marketing & Supply chain