



## Trade Marketing Manager

### Roles and Responsibilities

#### **Strategic: (10%)**

*Responsible for the alignment of channel and brand plans to the brand strategy*

Building brand and channel plans aligned to regional strategy

Building activity grids for respective channel/s (with marketing and sales)

Developing and agreeing on objectives for key trade marketing and distribution projects with clear KPI's and timelines (with marketing and sales)

Developing Trade Development Communication Plan for respective channel/s (with marketing)

Pricing analysis

·Build 'picture of success' of relevant channel/s

#### **Operational: (65%)**

*Responsible for the delivery of marketing plans*

Delivering of 4A's within the commercial channel plan

Deliver monthly demand plan for Company's imported portfolio

Delivering and supporting of brand activity grids (national and tactical cycles) On-Time In-Full

Ensuring trade buy in and conduct education/training for all parties

Promoting effectiveness

Inputting into APM (activity planning meetings) for respective channel/s and brands

Pricing management within respective channel/s

Delivering price communications On-Time In-Full to channel sales teams

Recommending on improving 4A's per channel and improving ROI on trade marketing projects

#### **Relationships (20%)**

*Responsible for establishing and maintaining key relationships*

Building effective working relationship within the sales, marketing and merchandising teams

Developing and managing strong collaborative relationships with customers

Building positive cross functional relationships with portfolio and brand managers ensuring alignment of channel objectives

#### **Innovation (5%)**

*Responsible for identifying new trends in the market*

Identifying opportunities for innovation and continuous business improvement based on respective market, channel, shopper, trade and consumer insights

### Educational Qualifications

·A relevant and recognised commercial tertiary qualification (e.g. Bachelor's degree or Diploma) would be preferable

### Experience Requirements

Proven sales and/or trade marketing experience preferably within FMCG environment

·Knowledge of local trade and channel environment.

·Trade marketing on in-store execution, Below-the-Line (BTL) marketing, merchandising, planograms, cold space strategies, would be preferable

·Business acumen and commercial understanding

·Competence in the use of relevant technology platforms

·Ability to work effectively within a team environment

·Must display an energetic, organised and business-driven approach

·Delivering results

·Building and maintaining relationships

·Business knowledge

·Business acumen/commercial acumen

·Financial/budget knowledge and analytics

·Project management

·Problem solving skills

Must be willing and able to travel regionally as required

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