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**Role Title: Trade Marketing Executive**

**Ref: TME22**

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## 1. Organizational Structure

<b>Role Title:</b>	Trade Marketing Executive
<b>General Direction / Line:</b>	Commercial
<b>Department:</b>	Sales and Marketing
<b>Reports to:</b>	Marketing Manager

## 2. Background & Competencies

**Background:** University Degree Marketing, Business Administration, Advertising or Communication. Relevant postgraduate studies or MBA will be considered as an asset

**Experience:**

- Minimum 4-6 years of experience in Marketing or Trade Marketing department within retail, FMCG, building materials sector, including retail network, brand / product management and new product development
- Familiar with development & execution of trade marketing campaigns, loyalty programs, market analysis and data collection

**Language Skills:** Excellent command of English

**Core Technical Competencies:**

- Excellent command of MS Office, social media platforms and CRM platforms
- Experience in digital marketing (management of website, social media platforms, mobile apps)
- Good with numbers and business analysis

**Soft Skills:**

- Client Centricity
- Understanding of market trends
- Problem solving and decision making skills
- Strong organizational and project management skills

- Strong analytical skills and ability to convert findings delivered through analysis into actionable insights in all aspects of marketing plan
- Excellent communication and collaboration skills
- Strong time management skills while working under tight timelines
- Excellent presentation and negotiation skills

### 3. Purpose of Role

Purpose of this role is to help the Marketing Manager create and strengthen customer relationships, increase brand awareness and ensure the satisfaction of customers. The role focuses on developing and implementing all aspects of the organization's marketing activities.

### 4. Key Accountabilities / Responsibilities

- Manage Retail Channel, responsible for trade marketing campaigns including loyalty programs, commercial partners' training courses, generation branding & POP materials.
- Brief, communicate and supervise advertising agency.
- Control the annual marketing budget.
- Create portfolio strategy, develop new products/categories and analyze feasibility.
- Plan, implement and evaluate Media campaign (print, radio, tv).
- Manage research agency, design and execute qualitative and quantitative research waves.
- Capitalize on existing database and all forms of internal customer data, to perform analysis, generate actionable insights and design campaigns & activities.
- Deliver all CRM activity for the business – loyalty program, e-mail, SMS, marketing & site/mobile messaging.
- Design & Implement digital communication strategy for new products.
- Ensure New Products & Trade Marketing campaigns are fully integrated into online platforms.
- Set & Assess KPIs on all forms of online media & create performance reports to ensure campaigns are within key performance metrics & budget.
- Propose key elements of Marketing Plan and Go To Market Plan in accordance with the Retail Strategy of the company.