

Θέση: Trade/Customer Marketing Inter

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Αναφέρεται: Trade/Customer Marketing Manager

Είδος Θέσης : Ορισμένης διάρκειας

Role Position

Responsible for implementation of Trade Marketing strategy for products in order to achieve annual Sales volume and Sales Drivers goals. It is also responsible for measuring trade agreements, promotional and trade-related discounts for each important / strategic customer.

Responsibilities

- Collaborate with marketing and sales departments, create promotional plans at the outlets and support their implementation
- Monitor and evaluate all major Trade Marketing programs, measuring their effectiveness and suggesting improvements when needed
 - Analyze the effects of Sell Out and Sell Through actions on channels, customers and outlets, and make all the necessary actions to increase their effectiveness
- Distribute and manage product promotional material (POSM)
- Record and evaluate trade agreements in relation to their budget
- Update and send monthly promo report to sales and marketing team
- Prepare the monthly competition report
- Update customers data characteristics: Route to market, outlet segmentation

Is this You?

You are a bachelor's student with a degree related to marketing / communication / business administration, with affinity for the FMCG / marketing industry.

- have strong planning and organizational skills
- you must be able to handle deadlines well and make priorities
- have a proactive and confident attitude
- have a sense of responsibility to complete work well
- have critical look at the work, with creativity and analytical ability a prerequisite
- has a very good command over the English language
- excellent knowledge of MS Office (excel, word, Power point)

Personal attributes:

- flexible thinker
- results-oriented, entrepreneurial and self-motivating
- tenacious and resilient

If you match the role requirements and wish to apply, we would like to hear from you. You can send your cv via email careers-bw@beverage-world.gr with position code "TMI_2019".