

JOB DESCRIPTION

<i>Position title:</i>	TRADE MARKETING MANAGER
Reporting to	Group Trade Marketing and Communication Manager
Direct Reports	-
Geographic location	Castelfranco Veneto, Italy
Accountability and Objectives	<p>Is responsible for the trade marketing activities across the different channels and countries, in line with the overall Trade Marketing and Communication strategy</p> <p>In having customer satisfaction as main priority, is the contact point/person between marketing department, product management and sales teams to ensure achievement of sales and budget objectives</p>
Key Responsibilities	<ul style="list-style-type: none"> • Collaborates with the Group Trade Marketing and Communication Manager for the ideation, planning & budgeting, production and implementation of all in store activities, including point of sales materials and promotions • Manages the point of sales material (including budget, logistics, distribution, assortment...) by finding the most efficient solutions • Collaborates with product managers and marketing team to build sales promotions and product communication • Collaborates with sales teams to turn the “selling stories” into sales tools to effectively present the brands, the products and the marketing initiatives to their customers • Collaborates with marketing intelligence resource to read and report results of activities and to provide recommendations and forecasts • Supports local teams in the execution of the activities and in achieving their sales and budget objectives, while ensuring the desired product benefits and brand values/equity are properly communicated • Supports local teams in the execution of their training programs; • Ensures that the local feedback is taken into account by regularly visiting sales teams, customers and stores. • Ensures efficient spending of central budget and supervises the trade marketing spending in the subsidiaries
Skills & qualifications	<ul style="list-style-type: none"> ▪ Qualifications: University degree in marketing or comparable is needed <ul style="list-style-type: none"> - Master and or any other further qualification in marketing / trade marketing is appreciated ▪ Experience: <ul style="list-style-type: none"> Minimum 3-5 years of trade marketing management experience is needed - Relevant experience in international, modern companies is needed - Former Experience/background in Sales is highly recommended ▪ Knowledge: Knowledge of marketing and trade marketing activities, tools and techniques is needed <ul style="list-style-type: none"> - Knowledge of category management and assortment is needed - Knowledge of trade channels European level (mass market and traditional trade) is highly recommended - Knowledge of most important IT tools is needed ▪ Languages: Fluency in spoken and written English <ul style="list-style-type: none"> - Fluency in spoken and written Italian is highly recommended - Knowledge of further languages is appreciated
Mindset and personal skills	<ul style="list-style-type: none"> • Capability in building strategic, multilevel and team work relationship is needed • Capability in dealing with complexity in a multinational environment is needed • Energetic, organized and business-driven approach is highly recommended • Engaged and with structured and strong communication skills • An affective hands-on approach together with fearless of challenges are appreciated • Good role-based leadership and decision making are highly appreciated