

ROLE DESCRIPTION

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| Job Title: | Trade Marketing Manager (Retail) -contract |
| Line Manager: | Group Trade Marketing Manager |
| Objectives/Job Purpose: | <ul style="list-style-type: none"> • Ensure complete commercial alignment with the KAM prior to initiating any activities of the Retail Customer • To effectively manage the relationship between BSH and the Key Account Marketing and Merchandising team at all levels • To develop and maximise the true potential of all BSH brands, this should include product launches, promotional activities, brand communications and maximising value for BSH and Retailer • Work with the Group Trade Marketing Manager to ensure promotional activities are aligned across all accounts and brands |
| Duties: | <ul style="list-style-type: none"> • Build relationships within Retail Customers, Key Accounts, Marketing and Merchandising teams to ensure all objectives are implemented with maximum impact • Develop a close working relationship within the top 5 stores to develop a comprehensive understanding of the challenges met within the Retail environment. This would include the customer behaviour and journey, pre- and post-purchase • Create and execute tailored solutions to deliver the growth of both, our Brands and the Key Accounts • Working in partnership with KAM, Category /Brand-Managers to support key initiatives i.e. product launches, range reviews and raising Brand awareness • Drive bespoke marketing promotional activities for the selected Retailer and the brand, scoping, specifying support documents and materials to ensure clear communication • Seek and explore new business opportunities aligned with the Retailers objectives • Management of the Retailer Trade Marketing budget and assisting the Group Trade marketing manager with budgets and management of suppliers • Working with the Retail Customer, Key Account Managers and Marketing to ensure new product launches are well communicated and implemented within all media channels, in-store and online • Develop consistent and key USPs in-store (i.e. displays, POS) and online (i.e. Brand pages, banners) • Experience in presenting and communicating with key customers (internal/external) • Strong minded but with a flexible approach to influence key stake-holders to meet/exceed the business objectives |
| Experience, Skills and Personal Attributes: | <ul style="list-style-type: none"> • Marketing focused with strong Commercial acumen who is passionate about meeting business goals and objectives • Good understanding and execution of multi channel activities • Excellent Project management skills with the ability to run numerous projects at the same time • Highly competent verbal and written communicator at all levels used to presentations at large group meetings • Able to manage time and priorities effectively • Capacity to deal effectively with a wide range of people • Used to working in a fast moving environment but ensuring attention to detail at all |

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| | <p>times</p> <ul style="list-style-type: none"> • Exceptional, and demonstrable, analytical skills • Excellent working knowledge of Microsoft Excel, Word, PowerPoint and Outlook, including the design and manipulation of data into fairly complex spreadsheets (Training will be given on Cicero, SALA) • Team player, and the ability to engender the same throughout the team • Full clean driving license |
| Knowledge Requirements: | <ul style="list-style-type: none"> • Graduate calibre or experienced in the role • Training will be given to achieve the following: <ul style="list-style-type: none"> ○ Excellent product and industry knowledge ○ Knowledge of company policies ○ Knowledge and understanding of Competition Law, Bribery Act & BSH compliance policy |

How To Apply

If you wish to apply for this vacancy, please send your CV quoting the job title and reference number (e.g Digital Manager -SEO- RS199) to mks-recruitment@bshg.com