# JOB DESCRIPTION

**Position title:** TRADE MARKETING MANAGER

**Reporting to**
Group Trade Marketing and Communication Manager

**Direct Reports**
- 

**Geographic location**
Castelfranco Veneto, Italy

**Accountability and Objectives**
Is responsible for the trade marketing activities across the different channels and countries, in line with the overall Trade Marketing and Communication strategy. 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.

**Key Responsibilities**
- 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**
- **Qualifications:** University degree in marketing or comparable is needed.
  - Master and or any other further qualification in marketing / trade marketing is appreciated.
- **Experience:**
  - 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.
  - 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.
  - Fluency in spoken and written Italian is highly recommended.
  - Knowledge of further languages is appreciated.

**Mindset and personal skills**
- 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.