

## **Trade Marketing Manager**

The primary responsibility of this position is to manage the planning and execution for all trade marketing. The trade marketing manager is responsible for the global strategy and overall project lead for in-store, retail projects, and trade shows throughout the EU and ROW regions.

### **Strategy:**

- Build and present the global retail marketing plan each season at the sales meetings.
- Develop and monitor calendar for in-store sections/POP/visual(s).
- Develop and execute seasonal, online retail marketing plan.
- Plan and manage the retail marketing budget
- Coordinate with NA Trade Marketing, Regional Sales Managers and distributors to deliver a Global Plan

### **Assets, Tools & Communications:**

- Develop and execute regular and seasonal communications with Sales team and Retailers, as well as Welcome Kits, PK packs, etc.
- Manage production and distribution of key Sales collateral.
- Manage library of trade assets and tools, and ensure Retailers use them properly.
- Build all assets for Retailers' needs and GSM. Present outline alongside strategy and calendar.

### **Retail Activations:**

- Develop and implement processes and procedures designed to drive brand exposure in strategic retail channels.
- Assist Sales Director and regional Sales Managers on special projects as needed.
- Proactive, regular communication and visits with key retailers to ensure strong relationships and working to their market needs.
- Build, execute, and track in-store plan for the top regional retailers.

### **Design, Production & Logistics:**

- Manage the design, development, sourcing, and pricing functions for all retail marketing products.
- Working with Operations to develop and execute seasonal forecast retail marketing products.
- Collaborate with Operations and Logistics to deliver POs to vendors.
- Work with Operations to oversee vendor production to ensure quality.
- Oversee in-store setup for retail marketing displays.

### **Tradeshows & GSM:**

- Manage all aspects of EU/ROW trade shows.
- Manage global sales meeting, organize product, transportation and set up/tear down.

### **Consumer Events:**

- Work with Sales and Marketing team to coordinate events that are designed to drive sales and build brand exposure.
- Assist Marketing Department in all retail/customer involvement at brand events.

### **Analytics & Reporting:**

- Analyze expenses related to in-store installations, shipments, digital asset requests, and custom projects to ensure a high ROI.
- Report on feasibility and effectiveness of trade marketing programs.

### **Your Profile:**

- Bachelor Degree, Master and similar experience abroad preferred.
- Min. 3 years experience in Outdoor Industry, or high affinity environments in TM roles.
- High profile communication skills.
- Strong Organizational skills, precise & timed in delivery
- High proactivity in embracing opportunities and anticipating issues
- Positive attitude, ability to turn issues in opportunities
- Strong team work attitude
- Influencing Leadership
- Agility and flexibility in adapting to different requirements of the business and respond quickly
- High client care orientation
- Resilient, able to work in a demanding environment
- Straightforward and hands on attitude
- Fluent English, verbal and written. French / German additional as a plus.

**If you are interested in applying for this role, please click the link to apply and we will be in touch.**

**We look forward to hearing from you!**

**FACTION**