

Associate Trade Marketing Manager Jobs in Sharjah | IFFCO

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Company: IFFCO

Location: sharjah

Category: other-general

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Description:

Trade Marketing in close coordination with the Manager Trade Marketing to develop the RTM strategy document so as to implement the operating plan and strategy needed to achieve the assigned categories' business targets:/

Job Responsibilities:

Support the Head Sales – Modern Trade and Manager – Trade Marketing in developing the short term and long term channel sales strategy for Modern Trade customers

Maintain the customer master database and ensure all relevant documents like trade license, passport copy as well as the credit limit of the customer are validated before entering the details in the master database

Coordinate with the sales team in the region and ensure employees have appropriate training and understanding of MIS for accuracy of the customer master database

Track Trade Marketing expenses as per the plan agreed for category for the execution at customer level. Visit markets with the Manager – Trade Marketing and audit the merchandising and trade marketing execution in the Modern Trade stores and outlets

Job Requirements:

6+ years of related experience including specific trade marketing experience within the FMCG industry

Bachelor's in Marketing

#J-18808-Ljbffr

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