

IFFCO Careers | Head-Trade Marketing Jobs in Sharjah UAE

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Company: IFFCO

Location: sharjah

Category: other-general

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Job Responsibilities: In close coordination with the Corporate Trade Marketing, develop the operating plan and strategy needed to achieve the category business targets

Work in close coordination with the Brand and Corporate Trade Marketing, for the ideation, planning & budgeting, production and implementation of all in store activities, including point of sales materials and promotions

Develop RTM channel's trade marketing strategy to achieve defined business objectives throughout product categories

Recommend and develop local market promotions to promote sales and provide feedback to the Corporate Trade Marketing on new product launches or re-launches

Oversees the trade marketing budget and finalize the same for each of the categories on a monthly basis to ensure effective budget management

Manage Trade Marketing Investments based on agreed customer strategy & align the same with category for the execution at customer level. Evaluate the trade marketing investments as per the Return On Investment (ROI) targets
Job Requirements: 10+ years of related experience including minimum of 5 years of specific trade marketing experience within the FMCG industry

MBA or Post-Graduate Diploma in Management with specialization in Marketing from a reputed university

Analytical Ability

Business Acumen

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