

TRADE MARKETING MANAGER

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Company: NADIA GLOBAL

Location: Dubai

Category: healthcare-practitioners-and-technical

Our client, a pioneer in lubricant industry is looking to hire a Trade Marketing Manager for their office based in Dubai.

Job Responsibilities :

- Develop and execute trade marketing plans that target automotive lubricants market segments, such as passenger cars, commercial vehicles, and industrial applications.
- Analyze market trends, consumer behavior, and competitive activity in the automotive lubricants market to identify growth opportunities.
- Develop product positioning and messaging that resonates with target audiences and addresses their specific needs and pain points.
- Coordinate promotions and events, such as trade shows and sponsorship deals, to increase product visibility and generate leads.
- Work closely with sales teams to develop sales collateral and tools that support sales efforts, such as product catalogs, training materials, and presentations.
- Conduct market research to understand the competitive landscape and the needs of key customers, such as distributors, retailers, and service providers.
- Monitor and analyze key performance metrics, such as sales volumes, market share, and profitability, to track the effectiveness of marketing efforts and adjust strategies as needed.
- Work with other marketing teams, such as brand marketing and product marketing, to ensure a cohesive and integrated marketing approach across all channels.
- Build and maintain strong relationships with key trade partners, such as distributors, retailers, and service providers, to drive sales and increase customer loyalty.

- Develop and manage the trade marketing budget to ensure that resources are allocated effectively and efficiently.
- Stay up-to-date with industry trends and emerging technologies, such as electric vehicles and alternative fuels, to identify new marketing opportunities.
- Train and coach sales teams and other stakeholders on automotive lubricants products, features, and benefits to improve sales effectiveness and customer satisfaction.
- Ensure compliance with legal and regulatory requirements in all trade marketing activities, such as environmental regulations and safety standards

Qualification & other requirements:

- Any Bachelor`s Degree.
- 5 years of marketing experience in lubricant industry.
- Good knowledge of MS Office

Working Hrs / Days: 8 Hrs / 5 Days a week

Job Location: JLT, Dubai

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