

Job Description

Job Title:	Trade Marketing Specialist (Maternity Cover)
Reporting to:	UK & Ireland Marcomms Manager
Direct Reports:	None
Division:	Marketing

Purpose of Job

Project management and implementation in line with trade marketing objectives for allocated retail accounts in UK and Ireland.

Key Duties and Responsibilities

Implement and manage joint marketing plans with key retail partners to meet business objectives and achieve best ROI.

Including:-

- Day to Day management and liaison between key retail partners and programs associated with them
- In-store: Co-ordinate, produce and distribute point of sale material where required for key retail partners
- On-line: Co-ordinate and distribute web material (including – copy blocks, images, logos, banners, demos, content, video etc.), email and promotional activities, microsite updates for key retail partners where required
- Support sales managers in co-ordinating the marketing content for retailer set up forms
- Co-ordinate with field rep management company to action specific retail promotional activities in stores
- Liaise with UK and Ireland Marcoms Manager to ensure all trade marketing elements are on time and in line with key account and internal Garmin processes and guidelines
- Adhere to internal processes for purchase orders, part numbers, pricing changes and quote requests
- Liaise with external suppliers and all relevant internal departments

Other Key Duties

- Support sales team in the maintenance of existing retailers
- Attend relevant retailer meetings off-site with sales managers
- Attend bi weekly trade marketing projects meetings, field rep management meetings, monthly conference calls with field reps and weekly marcoms meetings
- Action issues raised from field rep team
- Periodically visit relevant stores to mystery shop compliance
- Maintain user expertise in the operations of all relevant Garmin products
- Perform other job-related duties as assigned

Department Specific Responsibilities

- Ensure the Garmin brand is represented at retail level adhering to corporate guidelines and overall sales and marketing strategies

Technical Requirements

- Excellent competency with MS Office

Department Specific Technical Requirements

- Consumer electronics experience (ideally)
- Retail / distribution experience (buyer and store level).
- Basic knowledge of marketing communications

Education and Experience

- Bachelor's degree in Business, Marketing and/or Communications or CIM qualification or relevant experience in a trade marketing or retail environment.
- Superior organisational skills.
- Excellent oral and written communication skills
- Capable of working autonomously.
- Detail oriented with excellent administrative skills
- Presentation and negotiating skills.
- Demonstrate initiative, flexibility and resourcefulness.
- Flexible, hands-on approach to business.
- Flexibility to travel with full UK driver's licence