

Trade Marketing Operations Manager

Commercial Sales
Bath/London
Permanent

Job Summary

The Trade Marketing Manager - Operations will be responsible for developing and delivering all sales messaging and training for the sales team and positioning Future as a thought leader and innovative partner to work with for agencies and external clients. They will own and maintain the delivery roadmap for the commercial organisation listening to the market needs to push Future to the forefront of the industry.

Department Summary

The combined sales team will lead all external front facing 1st party and 3rd party conversations to deliver innovative content solutions, to focus advertisers. The department must work effectively with brand teams, editorial and operations to ensure solutions are created that can be delivered with maximum revenue potential.

Key role responsibilities

- Deliver the operational plan for annual communications created by the Head of Trade Marketing that reflects market context, product roadmaps, and advertiser and consumer insight
- Ensure training for take to market plans covering products, brands and audience are communicated to the Commercial teams in London and Bath
- Work with Head of Trade Marketing and Marketing Executive to deliver a suite of trade facing messaging into compelling marketing materials for advertising agencies and clients
- Develop a process alongside the communications plan to ensure hierarchy of messaging
- Agree event timetable to support Commercial team targets and bringing Future brand front of mind in
- Work across the commercial team to ensure all messaging is consistent and cohesive
- Ensure sales team are trained and conversant in Future's product portfolio
- Trade Marketing Operations Manager will deliver process of events. Work with Head of Trade and internal stakeholders to understand the product and content roadmaps, pulling out the events that will offer the biggest commercial value for the sales team
- Deliver advertiser base events, mailings, newsletters and presentations that showcase our portfolio and opportunities.
- Support Head of Trade and Marketing Executive in the overall trade objectives for communications, events, sales collateral, data and research

Essential skills and experience

- Strategic plan for delivery plan and operations to follow through Brand evangelists and Sales teams.
- Creative and strategic thinker with experience of Advertising agency needs, structure and process.
- Deep understanding of online advertising ecosystem, social media, digital and mobile marketing.
- Ability to be proactive: take initiative, think and deliver new solutions.
- Track record of pitching, setting up and delivering partnerships with other brands and bodies (IAB, AOP, Marketing Society...).
- High level of Project Management skills
- Superb written, visual and verbal presentation skills.
- Proactive versus reactive thinker who maintains a positive attitude
- Ability to multi-task and efficiently manage time and priorities
- Ability to handle stress and remain calm and productive under unexpected pressures
- 5 years in similar role
- BS/BA Degree in related field.