JOB DESCRIPTION

TRADE MARKETING MANAGER - REF PPRTMM01

Job Objective

Our client produces distilled beverages and is a global leader in the wines and spirits Industry. It is also responsible for sales, marketing and distribution of many leading premium spirits, wines and champagnes and operates in over 70 countries across the world.

The successful candidate must be able to deliver sustainable competitive advantage for the company by effectively managing the capacity & capability of field sales to deliver share volume & execution targets behind excellent activity planning, ensuring BTL activities planning & execution are managed in line with standard timings, drive discipline on joint business plans, activity tracking and evaluation, ensure TM budget sufficiency and control, ensuring BTL activities sufficiency and success rate, enabling Joint Value creation with customers and winning through brilliant execution

Job Title:	Trade Marketing Manager
Department:	Commercial
Reports to:	Trade and Development Director

Key Roles and Responsibilities

Activity Planning and Evaluation

- Ensure that TM activity calendar, planning and timing are such that field sales capacity and capability are efficiently utilized
- Provide Field force and Distributor sales team with tools and support materials to drive brilliant execution
- Ensure RTM is fully capable of delivering on activation requirement and intervene where required
- Lead end to end the Joint business plan process. Drive the planning process within timelines to gain joint ownership
- Process ownership through engaging, planning, briefing, traffic management and measurement
- Integrated activity Calendar for all categories and channels to include complexity assessment
- Lead end -to end the Quarterly activity planning cycle
- Lead the cycle briefs/sales kits development and deployment processes
- Manage end- to- end activity tracking & M&E process for all TM led activities (Effective and on time)
- Guide category teams on trade program optimization opportunity via activity analysis

Budget Management

- Planning and tracking of TM Budget (A&P and Fixed cost), ensures TM spends are in line with approved budgets
- Leads TM budget reviews and updates

POSM:

- Lead with Category and Brand Teams to develop and define visibility strategy
- Support Planning & Research on visibility and POSM based research, translating learning into strategy
- Ensure that POSM strategies reflect shopper/consumer/customer insights and category drivers
- Link Regional/Global POSM teams to incorporate the design principles for brands wherever relevant. Act as contact hub for regional brand work

Other

- Input to S&OP volume planning
- TM recommendations are consistently compliant with standard guidelines
- Pre and Post activity evaluations are done in line with standard business practice

Other Role Requirements

Overall Joint Planning Process Management.

Guides the on process flows. Consistently provides full visibility for all stakeholders on the different milestones in terms of timing, progress made and quality of work done.

Activity Planning.

Leads the translation of category plans/activity calendars into PR Activity calendar. Ensures activity planning is consistently focused on driving brilliant execution across activity. Drives the commercial planning discipline with category teams and all stakeholders.

Budget Management.

Lead the work on A&P budget effectiveness and management of TM fixed budget. Guides CM on key decision on budget reallocation, cut and limits to ensure all spending are in line with guidelines and limits.

Coaching.

Ongoing coaching & training of TM team in line with TM development plans.

Leadership Development.

Broadening experience to help sales people see how the company makes decisions and allocates resources.

Qualifications, Experience and Skills Required
• A strong track record in field sales & customer marketing experience • A good understanding of sales fundamentals and tools. Strong capability and able to coach others in Insights, Sales Drivers, Outlet Segmentation and Managing Relationships • A good understanding and strong capability to coach others on customer marketing fundamentals& BTL process • Minimum 5yrs commercial experience in field sales & customer marketing. FMCG experience beneficial. • Relevant degree in marketing/business. • Good track record in previous roles **Functional and Technical Competencies:** • Business Acumen, Analytical Thinking, Driving for Results **Behavioural Competencies:** • Effective Decision Making, Communication Skills, Planning and Organising, Team Work, Self-Development
Key Measures
• Target time lines for joint plan processes and activities success rate • Budget efficiency (spend vs. actual budget) • Capability building and x-functional effectiveness
Location / Working Options
• Based at HQ in Lagos. • Office max 70% of time, in trade min 30% of the time.