



Position Title: Trade Marketing Manager - National Accounts/ Control Markets
Department: Marketing – NYC Office
Reports to: Vice President Trade Marketing

POSITION SUMMARY:

The Trade Marketing Manager – National Accounts/Control Markets develops and plans retail programs intended to drive traffic, increase basket, and/or increase conversion. This role will be a partner in building and executing big, scalable insight driven programs that can be executed across customers where we feel there is a big enough opportunity. This role will work with National Account/Control Market Sales Team on specific programs that will be successful across multiple retail accounts. Additionally, the role works in close alignment with the VP Trade Marketing, brand teams, & finance teams.

ESSENTIAL DUTIES/RESPONSIBILITIES:

- **Planning and Development:** Guides strategic & creative deployment of brands across several key National Account/Control customers and develops and plans retail programs intended to drive traffic, increase basket, and/or increase conversion.
- **Commercialization:** Provides critical marketing linkage, knowledge and support to ensure standards, purpose, communications, and programs are commercially sound, impactful, and grounded in deep shoppers, retailers, and RTM understanding.
- **Engagement:** Works together with the National Accounts Sales teams and brand teams to: establish a feedback loop in creating strategies, initiate the program development for the brands, and implement roll-out programs nationwide.
- **Digital:** Brings new ideas to drive customers to store and initiate repeat transactions through pre-store digital strategy and tactics.
- **Reporting:** Conducts measurement and evaluation on executed programs and recommends new ways to improve ROI.
- **Communication:** Works closely with numerous agency resources as well as finance, legal, and our distributor partners, and shares best practices across all brands to encourage efficiency and effective execution.

JOB REQUIREMENTS:

- Candidate must have a college degree and/or equivalent work experience with a minimum of 3-5 years successful brand/trade marketing experience.
- Experience working with National Accounts customers and buyers; control experience a plus
- Strong analytical capability with Nielsen and other syndicated data in compiling and analyzing information skillfully and develop alternative solutions and while working well in group problem solving situations.
- Exceptional project management skills with ability to manage and influence many internal stakeholders across executive, supply, marketing and sales functions to coordinate activity and consistency of outcomes.
- Strong business acumen with knowledge of marketing and trade marketing activities, tools and techniques. Solid knowledge of relevant markets and competition. Ability to effect commercial marketing / BTL planning and delivery of programs for brand team, while managing the appropriate budget share.
- Demonstrated collaborative problem-solving skills in identifying and resolving problems in a timely manner. -The collaborative spirit is also critical to build the much-needed relationships with our customers; both on the buying side and on the marketing side.
- Ability to solve complex problems with creative solutions and the willingness to find new ways to grow the business is critical in order to thrive in this role.

- Ability to build and/or adapt big, creative programs and develop & translate customer & shopper insights into customer specific activities and programs.
- Strong communication skills in partnering with brand teams to understand the brand strategy that will inform the design of trade marketing content, and serve as a liaison between brand teams, agencies, and Sales, to ensure alignment with brand positioning and program objectives.
- Ability to develop presentations that tell a story and build selling materials that support the story (i.e., having a good data driven story coupled with the ability to successfully deliver it internally and externally to persuade our customers).