

Brand Manager - Trade Marketing

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Company: JobFind.gr

Location: Greece

Category: other-general

ADUS is looking for a Brand Manager – Trade Marketing for a full-time job at the head offices in Peristeri, Athens.

The company provides a pioneering Outsourcing Business Model of integrated Commercial & Distribution service provision within super market chain stores to FMCG companies, in the following areas: Sales, Merchandising, Ordering, In-Store Promotion, Below-the-line services and Business Extroversion services.

What You'll Do

Gain a deep understanding of the company's services/products, identify and fill gaps, and generate new ideas that increase market share

Works with Company Headquarters in new and existing product development

Monitoring / Provides Research and analysis of market data and developing competitive analyses

Converting the product strategy into detailed requirements and product & budgeting prototypes

Developing product pricing and positioning strategies

Design and implement the annual organized Trade Marketing Calendar to achieve business and brand objectives

Coordination/close cooperation with the Sale, Communication / PR and Marketing people

Represent the company by visiting customers to solicit feedback on company products and services when needed

Απαραίτητα Προσόντα:

What you'll need

Minimum 3 years proven work experience, preferably Trade Marketing or Product Development

Strong knowledge and experience of the FMCG & Retail industries

Ability to work effectively with internal and external teams

MSc in Business / Marketing

MS office & Internet literate

Experience analyzing large amounts of data and trends

Excellent knowledge of English Language

Excellent written and verbal communication skills

Account ability, dedication & result orientation are of essence

Παροχές:

What We Offer

Fixed salary & bonus based on effectiveness

Training, development and growth prospects

Additional private insurance coverage is provided

Creative & motivating work environment

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