

Channel & Customer Marketing Field Manager

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Company: Campari Hellas SA

Location: Greece

Category: other-general

General description of the role

The position of Channel & Customer Marketing Field Manager operates in the Channel & Customer Marketing Department and reports to the Channel & Customer Marketing Director. The ideal candidate can be based in either Athens or Thessaloniki.

The primary responsibility is to implement the Channel & Customer Marketing plan within the assigned territory aiming to achieve the qualitative and quantitative goals set by the Channel Managers.

Mission

The role has the responsibility to coordinate and drive the implementation of the Channel & Customer Marketing Plan within the assigned areas, in order to achieve the qualitative and quantitative goals defined by the Channel Managers.

Specifically, the candidate will maximize the implementation of the CCM Mix across various On Trade and Off Trade consumption points, including:

Implementing actions to enhance brand building and in-store visibility in On Trade and Off Trade consumption points;

Managing, coordinating and assigning CCM levers to Business Developers for the development of key Brands within the Campari Group Portfolio POS material, Visibility Elements, engagement Kit, Events, Educational etc.);

Coordinating with the sales force in implementing CCM projects focused on the development of specific focus brands.

Key Responsibilities & Activities

The resource will be involved in the following activities:

Identifying, selecting, activating and monitoring strategic consumption points for the development of the focus brands.

Negotiating outlet agreements (visibility, drink list, engagement) with different customers types according to company guidelines.

Assisting the sales force in implementing CCM activities on the territory, emphasizing sell out, brand building and consumer engagement events, tours, locals).

Supporting the sales force in achieving distribution, assortment and visibility goals.

Actively participating in District Manager meetings to present and share strategic guidelines for the CCM plan actions aimed at sell-out.

Collaborating with sales teams to coordinate and share CCM investments at consumption points (direct and indirect).

Continuous and proactive collaborating with the CCM team (Channel Managers, Campari Academy, RTM & SFA, etc...) for tailored visibility actions in the point of sales and the implementation of actions and initiatives in line with strategic guidelines.

Collaborating with the Marketing function to support consumer focused activities in the assigned area, with a particular focus in choosing locations, partner point of sales, and creating adequate visibility.

Managing an assigned budget, planning its distribution throughout the territory to achieve visibility, distribution and brand focus development objectives.

Managing the assignment of POS material to the sales force and the main levers dedicated to Brand Building, Visibility and Engagement of point of sales, to ensure optimal allocation and maximize returns on CCM investments

Periodically assessing area performance (sales people, direct and indirect customers, sponsored customers) based on defined KPIs, analyzing issues sent from headquarter and/or developed independently, and addressing critical issues with sellers.

Constantly interacting with the sales force, monitoring point of sales visibility, in order to be aligned with the contracts agreed with customers.

Providing regular feedback (monthly reporting) to the CCM Team on competitor activities (products, sales prices, assortments, promotional activities, events, new product launches), developments and key issues in the local market.

Requirements

BA in Business Administration or relative field. MA in Marketing is an asset.

Proficiency in both Greek and english

Excellent communication skills

Proven ability in investments management

Ability to influence without authority

Good market knowledge specifically in the spirits industry

Up to % travel domestically required

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