# POSITION: TRADE MARKETING MANAGER

## Position Description:

The job holder will be responsible for achieving sales targets, designing and implementing territory sales plan, managing and coordinating sales and marketing activities in the assigned region. This role reports to the sales & marketing head

## Key Responsibilities

- Developing and implementing sales strategies for increase of market share and profitability on sustainable basis in line with Annual Business Plan (ABP).
- Forecasting Sales for the region in coordination with the Trade Development Representatives
- Achieving Sales and other set targets for the region
- Monitoring Sales performance of the region
- Monitoring performance and ROI of Distributors and Stockists
- Setting targets for the direct reports and distributors and Stockists based on growth potential
- Increase market reach both width & depth by identifying market gaps
- Monitoring the collections in the region from distributors, Stockists.
- Providing inputs to the Marketing team for designing promotional schemes/ gift items or development of New Product.
- Ensuring implementation of promotion schemes, road shows, new product launch among others
- Ensure optimum stock position in the region by coordinating with Distributors, Stockists, etc.
- To direct the Sales team and establish sales targets brand wise, pack wise as per ABP, help them in

### Experience & Qualification

- Master in Business Administration – Marketing Option
- Minimum of 6 years' experience in Sales and distribution channels.
- Have a solid track record of achieving sales growth that consistently exceeds business objectives

## Key competencies:

- Strong organization skills including time management
- High level of integrity
- Strong interpersonal and problem solving skills
- Self-driven and able to deliver results under pressure, meet strict deadlines with minimal supervision
- Excellent oral and written communication skills with emphasis on reporting and presentation skills