



**IN A CONTEXT OF GROWTH & INTEGRATION OF TWO
AMBITIOUS BELGIAN COMPANIES,**

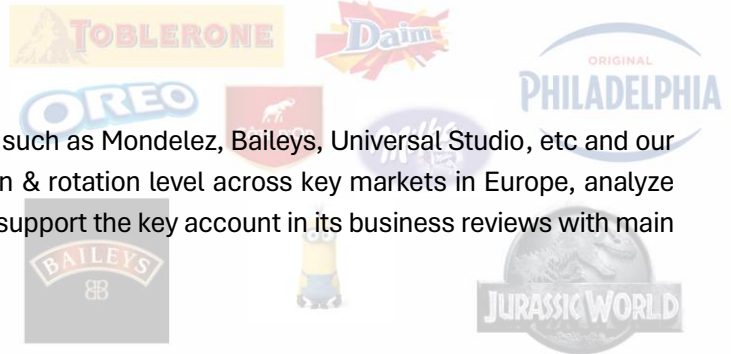


WE ARE LOOKING FOR OUR

Trade Marketing Manager

JOB MISSION

Build the bridge between our top A brand license team such as Mondelez, Baileys, Universal Studio, etc and our sales team. Part of your job will be to track distribution & rotation level across key markets in Europe, analyze market data in order to define a long term strategy and support the key account in its business reviews with main retailers.



JOB RESPONSIBILITIES

Develop trade-marketing strategies aligned with brand-license marketing and sales budget & strategy

- Analyze market data of key Eu markets
- Continuously track distribution point development and rotations in key markets across EU
- Build trade marketing strategies with key Eu partners
- Work closely with the license team on product launches, design updates etc.
- Prepare business review/presentation for semester meeting with distributors
- Cultivate programs that ensure adequate product rotations
- Maintain customer relationship for future purchase
- Define new products/product range to grow the overall category and brand

Manage reporting for Brands licensing team

- Follow monthly reporting and attend monthly sales reviews with the license team
- Prepare and present quarterly performance to licensing team
- Build an annual budget and forecast updates for the license team
- Define, prepare and present promotion and trade-marketing plans & strategies to licensing team
- Present quarterly report promotion and trade-marketing spend to license team

IS THIS OPPORTUNITY FOR YOU ?

- Minimum 3 to 5 years' experience in trade marketing
- Knowledge of FMCG
- Strong product portfolio management
- Detail oriented and focus on meeting deadlines
- Ability to think critically and creatively
- Have strong communication & interpersonal skills + enjoy working in cross-country teams
- English : fluent - FR/NL : nice to have

WHAT WE OFFER ?

- To take part in a human and entrepreneurial adventure within an ambitious & dynamic family owned Belgian group
- Build the function of trade marketing manager within the Group (to date, the main focus was on Private label)
- Get in contact with various external contacts (customers, partners, Licensor) in many different markets
- Leadership by talents, values, trust
- Responsibility and Autonomy
- Competitive salary package with several perk