

Job Description- Trade Marketing specialist

Worldwide multinational of the consumer electronics market is looking for a trade marketing specialist, a marketing enthusiast with experience willing to work in a fast-moving environment.

Main tasks

- Trade marketing- improve our visibility in store, adapt material to sales requirements, coordinate with creative specialist (internal or external suppliers) designs and effective implementation in store
- POS- responsible for managing the stock, getting new suppliers, achieving competitive prices.
- Catalogues- responsible for update of catalogues twice a year for all the divisions with the support of the creative and marketing management in all divisions
- Shows- Back up and support of the Shows specialist

Other tasks

- Sponsorship- follow-up on active sponsorship, reply all requests in a timely manner
- Translations- manage translations of marketing material when required
- Promotions- develop together with the sales team

Education, Experience and Skills Required:

- 2+Proven marketing experience in the Electronics industry
- Used to working under pressure and at your own initiative and comfortable with high levels of autonomy
- Demonstrated passion about the industry
- Proven technical aptitude or experience with consumer electronics
- Bachelors degree in marketing or related field
- Fluent English speaking and writing skills
- Excellent interpersonal relationship skills
- A self-starter highly motivated to succeed
- Excellent negotiation skills
- Excellent project & time management skills
- Experience working with design software (Photoshop, InDesign, Illustrator..)
- Driving Licence