



INTERNAL VACANCY: NESTLÉ ADC REGION
TRADE MARKETING MANAGER - NCI

SNAPSHOT

Location: **Suriname**

Company: Nestlé

Full-time

First degree in Social Sciences.

At least 4 years' Sales or Marketing Experience

POSITION SUMMARY

As the **Trade Marketing Manager**, you will be responsible for the Trade Marketing Agenda Suriname, developing the Channel Strategy, in line with the Consumer Marketing strategy developed, as applicable to various channels, working closely with the Sales Team to ensure flawless on-time execution of the category plans to drive business performance results and evaluates investments made on key activities for the assigned categories, leveraging cross-functional efficiencies and value-chain

A DAY IN THE LIFE ...

- Develop and Accelerate Shopper focus and knowledge using this insight as a base for integrated commercial planning and Identify and Develop (with the support of the CIMI and Consumer Marketing Teams) deep Shopper Insight and Understanding.
- Clearly segment the Businesses based on Consumer and Shopper needs and understanding and identify, align, and prioritize category opportunities at the trade level and shopper touchpoints.
- Develop a clear Category vision (i.e., merchandising strategy to maximise profitability, look of success, etc.) based on identified growth opportunities and leverage this vision to develop Commercial Activity plans to drive business performance.
- Work closely with Sales Team and Business Development Managers to develop a compelling customer-facing Category strategy, to leverage strong Joint Business Planning negotiations (and Category Management, Space Allocations in-store, etc.), based on sound category data and trends.
- Define the priority Channels and identify the role of each Channel and prioritize the key opportunity areas within each channel and identify and validate the resources and investment priorities to capture growth opportunities. Own Category (inc. Channel strategy) inputs into the ICP and MBS processes.
- Develop a Category Point of Sale Vision for each key Channel, Support the development of strong category activation plans to be passed to the Field Sales and Distributor teams for execution in the respective Channels/ Markets.
- Drive the ICP process and ensure all required cross-functional participation and alignment and ensure quality and timeliness of inputs/outputs related to the MBP process and Category growth targets.
- Develop a tailored Category Activation Plan (Annual Plan: with details by month/ quarter) for each priority channel, inclusive of clear Point of Sale guidelines for each Channel.
- Define and align priorities, activity plans and respective targets, to be provided to the sales team and Business Development Managers (& Distributor Teams) for execution at the trade level and develop strategic "framework" selling presentations to support the Field Sales team in negotiating Category/ Channel priorities.

- Responsible for planning/coordinating with the Brand Activation Team (Events, Sampling and Promotional Activities within Channel) and the P2P support teams as needed to ensure flawless planning and execution of Category/ Business Activity Plans".
- Ensure Promotion evaluations are completed for all Category activities executed at the trade level, above the threshold value as stated within the TTS and/or PFME policies as applicable.
- Recommends the TTS and execution targets by activity and evaluates actual performance vs. these. Responsible for keeping a learning log (quality of execution and identifies improvement areas for greater impact) of key activities and evaluations updated and stored within a central repository for team access and audit purposes.

WHAT MAKES YOU SUCCESSFUL

- First Degree in Social Science, a Master's in management studies would be an asset.
- At least 4 years prior commercial experience in Sales and Marketing
- Demonstrable record of success in a customer facing role.
- Advanced understanding of Shopper, Market Intelligence sources, category/channel/shopper trends.
- Demonstrable record of success in a customer facing role.

To apply, email your CV together with the internal vacancy form to Diana Jadoonanan, Talent Acquisition and Learning Partner: diana.jadoonanan@tt.nestle.com