



Job description

Job title	Trade Marketing Manager
Salary	£50-£60'000 with 15% bonus and 1.5 multiplier, car or allowance of £510 per month, 10% DC pension, 33 days holidays, private healthcare.
Ref	16426

Our client delivers better solutions in household, health and personal care to consumers globally. With an enviable range of well-known and respected brands and highly popular products, the business continues to grow in all its sectors. This constant growth has resulted in the creation of a new vacancy for a Trade Marketing Manager to join them and deliver the company's category strategy across all customer groups.

The successful Trade Marketing Manager will want the opportunity to develop strategies that will have major business impact and drive business growth. The successful Trade Marketing Manager will want to be known for making positive changes to category performance, through innovative thinking and the delivery of the business plan, utilising their strong negotiating skills, personal integrity and drive to achieve for the business and for themselves.

The successful candidate will develop and execute effective 4P strategies based on the company's global success models, building business in the short and long term through a keen understanding of market conditions and trends that can then be delivered by the sales and customer marketing teams. Responsibility for championing new product market entry and execution will fall to you, as will tracking and analysing the 4Ps in market implementation. In essence the candidate will manage the business as their own, taking responsibility for relationships with all stakeholders in order to deliver mutually beneficial solutions.

The professional skills and competencies sought from the candidate include a degree calibre education with sales, marketing, data or retail management background combined with strong category management experience within FMCG. Strong oral, written communication and presentation skills are expected.

This employer provides a professional working environment where you'll benefit from training and personal development opportunities that can build almost without limit for the very best.

All applications will be treated in confidence.

To apply for this vacancy visit www.lawsonprice.co.uk or email candidates@lawsonprice.co.uk