

MANAGER, TRADE SERVICE

(Based in Hicom-Glenmarie, Shah Alam)

Responsibilities:

A. Trade Marketing

- Merchandising
 - Understand the dynamics of various channel, outlet type and our products, identify the merchandising requirement and drive the below:
 - Set the ideal product ranging by channel, chain and store cluster.
 - Identify and develop customized merchandising concept and tools in POSM and trade display materials.
 - Set up merchandising standard and guide in the various trade channel.
 - Train Sales and Merchandising force on the usage of merchandising tools and its maintenance.
- Performance Measurement
 - To review and monitor key performance indicators of trade and merchandising activation against target.
 - Regularly conduct market visit and audit to monitor the execution.
 - Conduct monthly performance review with key stakeholders, i.e. Key Account, Sales Branches and Brand Marketing Team
- Customized Trade & In-store Activation
 - Responsible for the planning and execution of customized promotion and activations by channel and by outlet type to achieve the sales objectives. Work with cross functional teams on the following:
 - Plan and activate trade and shopper mechanics for customized activation.
 - To identify types of schematic merchandising tools required.
 - To be responsible for the stock forecast of promotion stock and premiums.
 - Set up working checklist and drives deadlines.

B. Category Management

Responsible for the development and implementation of Category Management of the assigned categories in the assigned retail chain. Job scope includes:

- Generate insight from scan data.
- To analyse Sales / Marketing / EPOS / Consumer Research data (Dunnhumby, Kantar, Nielsen and Mailer Track) and produce the following:
 - Monthly Scan Data Topline.
 - Work with Key Account Team and Sales Branches on customized activation based on the insight generated.
 - Conduct Category Review with the assigned Key Account customers and recommend relevant strategies to enhance category growth.
 - Provide quarterly category, brand and product insight to Brand Marketing Team to support our business growth in captaincy chains.
- Category Activation
 - Leverage the scan data insight from captaincy chains and work with Key Account, Sales Branches and Brand Marketing Team to plan and activate category initiated activation.
- Space Planning
 - Provide Space Management service and advice to Key Account team and retail customers.
 - Work with Branches to supervise the implementation and maintenance of planogram at retail chains.

- Perform other related duties and responsibilities as assigned by superior from time to time.

Requirements:

- Bachelor's degree in Business Studies, Marketing or its equivalent.
- At least 3 years of relevant working experience in Trade Marketing and 2 years working experience in Category Management with proven track record in the FMCG industry.
- Proficient in using Microsoft Office software, i.e. Microsoft Word, Microsoft Excel and Microsoft PowerPoint.
- Proficient in using Space Management software by Nielsen.
- Possess good communication, interpersonal and presentation skills. Able to interact with stakeholders from all levels.
- Possess strong analytical skill with good business acumen.
- Possess strong planning and organizational skill.