

Assistant Manager Trade Marketing at Koko Networks

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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This company was formerly known as SmartCook Energy. Last-mile energy networks for Africa's cities. Smarter commerce for urban Africa. Unique rich media delivery platforms. Our mission is to improve life for everyone in Africa's cities.

Your Role

As Assistant Manager Trade Marketing, you will assist the Manager, Trade Marketing Fuel and Club to develop Trade marketing strategy and execute it in trade and at the point of sale in a Network such as Nairobi, Mombasa or West. You will be responsible for KPIs such as fuel sales in your network, store traffic, basket size, shopping frequency, ticket size, and ARPU as well as key initiatives in the annual Channel Marketing Plan for your network or region.

What you will do

Insights:

Assist the Manager, Trade Marketing Fuel and Club to uncover deep shopper, trade and local network insights.

Assist the Manager, Trade Marketing Fuel and Club to stay current on market trends and competitor activity.

Assess competitor activity in your network.

Become the shopper expert in KOKO.

Strategy & Planning:

Assist the Manager, Trade Marketing Fuel and Club to develop shopper/channel marketing strategy and plans across assortment, merchandising, pricing, promotion & pricing.

Execution:

Partner with the Channel team and 3rd party companies to execute channel marketing plans in the trade and at the POS.

Share the Trade Marketing plans during cycle meetings with Channel teams.

Tracking & Control:

Track key performance indicators and key Trade Marketing initiatives for your network.

Manage relevant Channel marketing budgets for your network.

Stakeholder Engagement:

Engage with internal teams (Brand Building teams, Channel teams, Category Management teams, other cross functional teams) as well as external stakeholders such as merchandising companies and suppliers of POS, store branding and branded merchandise.

What you will bring to KOKO

3+ years of experience in mass market retail and or FMCG companies.

Basic appreciation of channel marketing, trade category management, trade marketing or customer marketing.

University degree in a related field, with postgraduate degrees preferred.

Comfort role modeling behaviors in line with KOKO culture, including leadership, professionalism, customer orientation, safety consciousness, and innovation.

Ability to work in a self-led manner, in an environment with significant time pressure.

Unquestionable integrity.

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