

CCNA – B2C Trade Marketing Specialist – EA at Canon

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Our global company was founded in Japan in with the aim of making the best quality camera available. Our passion for the Power of Image has made us a world leader today in both consumer and business imaging solutions. Our solutions range from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by value added services.

As Trade Marketing Specialist, you will:

Coordinate Sales & Product marketing needs on Marketing campaigns.

Elaborate, Execute & Assess the different marketing activations on the ground.

Liaise with CCMS team & DXB team to get the necessary approvals & alignment to proceed with the activities.

Develop & initiate all BU marketing requirements in line with the business objectives.

What we give

With Canon, you'll get the support and encouragement you need to grow, from people who share your ambition. We'll invest in your professional development to help you learn and progress in your role with us. You'll find leaders who give you the freedom to explore new things and a team where knowledge is shared openly.

Defines and executes marketing campaigns leading -degree planning & execution.

Defines KPI's for marketing actions in line with the business strategy.

Responsible for Creative assets and creative agency management.

Responsible for in-store executions / Retail Excellence program.

Responsible for BU event management.

Responsible for PR (in liaison with CCMS) & product reviews management.

Will lead the management of localized in-country campaigns.

Budget planning in liaison with PM and spend monitoring & management.

Closely work with Digital Marketing Lead to deliver holistic campaigns and activations.

Liaise with CCMS team for governance.

What we ask

4+ years of experience in a similar role.

Superior communication in written and spoken English (Essential), Swahili. Arabic an advantage.

Advanced MS Office, particularly Excel and Power Point (Essential).

You will need

Drive and multitasking skills combined with a high level of personal integrity and tact.

High attention to detail and a concern for accuracy in work.

Ability to carry out the role within set deadlines.

Effective communication skills to a high level with individuals at all levels.

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