

Retail Marketing Manager at Colgate-Palmolive

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Every day, millions of consumers around the world trust our products to care for themselves and the ones they love. Colgate-Palmolive is a global company serving people in over countries and territories with consumer products that make their lives healthier and more enjoyable. Colgate manufactures and markets oral care, personal care, home care and pet nutrition products under such internationally recognized brand names as Colgate, Palmolive, Speed Stick, Lady Speed Stick, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet, Hill's Prescription Diet and Hill's Ideal Balance.

What You Will Do –

Go to Market Strategy – Develop trade segmentation and Go to Market Strategy which defines the role of service providers, identifies the pricing flow for key SKUs, and ensures distribution and coverage are optimized in each channel at the lowest possible cost and Coordinate the Customer Management and Consumer Insights the segmentation and validation of retail environments based on shopper profiles.

Channel Strategy – Assessment of CP and Category performance by channel, strategy definition and objective-setting by owning the development of a channel strategy which seeks to exploit incremental sales growth opportunities in existing, emerging and new retail environments, Adapt Category Promotion activity grid by RE and identify activities to grow the RE and customer and own the GTN investment for the retail environment (TPR's, PPR's,

Business Builders Direct and Indirect) and develop a RE investment strategy and track critical metric goals on pay for performance basis

5P & RE Strategies – Develop the RE strategy and Define the 5P strategy and tactics by Retail Environment and channel by applying shopper and trade insights and performance assessment to develop recommendations for product, pricing, promotion, placement and POP Media by retail environment. Develop 5P's communication tools and supply CDT and in-store staff with user-friendly guidelines for management and execution of 5P strategies/tactics by retail environment and 5P tracking and monitoring with recommendation of corrective action to CDT's if required

Insights – Identify, prioritize Shopper / RE insights for specific RE (be the expert in the RE) by Working in conjunction with Consumer Marketing and Consumer Insights to develop research programs: building expertise in retail environments, general shopping behavior, category-specific behavior by environment etc, Developing robust business analytics (e.g SOM , Distribution) and Championing accumulation of RE Insights, ensure learnings are transferred quickly into day-to-day business.

Commercial Planning – Contribute to effective business planning by helping develop channel and account- specific strategies and in-store programs which deliver the brand and channel budget, and leading risks and opportunities by Identifying an activate RE Growth Initiatives and work together with Shopper Marketing on relevant shopper programs and Optimizing resources and demonstrating trade spending among channel : customers, geographies, categories, and brands/products given Colgate's strategic direction, and ensuring fair and equitable resource allocation between customers.

Required Qualifications –

A Bachelor's degree

Minimum 3 years of experience in Category management, Trade / Retail / Customer Marketing, Marketing or Traditional Trade and/or Key Account Management Experience

Minimum 2 years of people management experience

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