

Trade Marketing Manager at ENGIE

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

ENGIE is a leading world group that provides low-carbon energy. Our group is a global reference in low-carbon energy and services.

Job Purpose/Mission

The Trade Marketing Manager will provide overall trade marketing leadership for the zones in Kenya. Develop zonal trade marketing plans in line with national brand plans in relevant sales activities, stock points, hubs and commercial team i.e. sales agents. Plan trade marketing and promotions budget to meet that sales plan.

Responsibilities

Responsible for the development, execution and performance of all trade marketing programs created to enhance the presence of Engie brand in defined relevant channels.

Lead the zones trade marketing implementation to attain defined business objectives

Own zonal point of sale materials from design adaptation to local requirements for trade implementation, maintenance & refresh.

Develop efficient, scalable mechanisms for in-store repairs and fixtures maintenance.

Identify, communicate and activate opportunities to further drive perfection at trade.

Develop and execute end-to-end in store plans for new product launches into the region, including fixtures updates and roll-out, in-store training and asset delivery to retail partners.

Work closely with the sales team on customer specific Trade Marketing plans/needs.

Identify shopper insights to feed into the trade marketing strategy and translate them into winning shopper experiences and actionable plans that deliver on the retail partner objectives.

Create and deliver Retail Execution guidelines. Develop and manage trade marketing assets (e.g. digital and physical POS, content, offline marketing and sales collateral) for the use of the sales team and merchandisers.

Analyze market conditions and made recommendations to develop trade promotion plans create strategies to promote advertising offerings and motivate trade partners.

Analyze performance of all marketing programs to identify the best opportunities for optimization.

Partner closely with global marketing to enhance processes linking corporate brand building activities as well as sales activities.

Provide trade marketing support to sales team when specific interventions are required

Lead direct selling channel's trade marketing strategy development to accomplish defined business objectives throughout product categories with approval from the central team

Develop, supervise and improve procedures to link entire marketing activities with sales team activities.

Coordinates activities associated to MySol Engie participation at tradeshows or events.

Support brand strategy to ensure that all marketing elements enhance and leverage the brand equity with all constituents in the zones.

Drive best practice sharing across the region and retailers on an ongoing basis.

Overview & lead merchandising and field team efforts across the region including unified instore tool & KPIs tracker.

Analyze direct sales KPIs and sales activities execution on a regular basis, translating them

into data driven action plans.

Analyze sell out data to measure effectiveness of our direct selling sales activities efforts.
Measure ROI of major initiatives.

Knowledge and Skills

Experience & Qualification

Bachelor's degree: Business administration or Marketing.

MBA will be an added advantage

Numerical analysis: Analytics and reporting expertise

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