



## JR. CATEGORY TRADE MANAGER

The mission of this role is to drive **profitable volume growth** of GB Foods categories and products in customer portfolio and to secure the link between the company strategy and the execution in the local market in order to achieve value creation both for our customers and the company (NS & GM).

As Junior Category Trade Manager, you will be responsible to drive **category & market intelligence** and to **implement the trade marketing strategy within the different channels and clients**. You will work on various pricing, promotions and category management projects, as well as on the trade budget and reporting of all activities.

You will be reporting to Trade Marketing Manager.

### PRINCIPAL ACCOUNTABILITIES

#### 1. Category & market intelligence:

- **Analysis of market, trade and category performance** and translation of these data into recommendations to develop the category and GB Foods brands
- Defining, analyzing and follow up on market trends on retail side in order to get a better understanding of **customer needs** with regards to a specific category
- Communication of the **category plans** and key priorities to the sales team (KAMs & field) in order to ensure the right execution

#### 2. Promotion calendar: support Trade Mkt Mgr in development of national promotion plan

- Translation of national promotion plan into **promo plans per retailer** in collaboration with the Key Account Manager ensuring alignment with customer strategy
- **Follow up sales coupon budget** with Key Account Managers
- Follow-up **competitors' promotions** at main retailers (folder and in-store)

### 3. Support the introduction of innovations at retailers

- Provide input for the trade story
- Follow up listing status
- Forecast of innovations/in out items and follow up NPI trackers

### 4. Be the single point of contact for tailor made activations

- Manage tailor made activation plans (promo & visibility tools)
- Manage and monitor the budget allocated to tailor made activations
- Analyses of results & conclusions; development of best practices

### SOCIAL SKILLS AND SPECIFIC QUALITIES / COMMUNITATION

- University degree (preferably Applied Economics / Commercial Engineer / Commercial Sciences)
- First relevant work experience in an analytical function or in in the area of POS, promotions and trade/channel management concepts is a plus
- Fluent in 3 languages (NL/FR/EN)
- Analytical mindset and proven skills
- Strong commercial mindset and communicative skills
- Can work independently, solve problems and act pro-actively
- Entrepreneurial spirit, 'can-do' mentality and sense of responsibility
- Innovative, curious and eager to learn
- Team player
- Passionate about food, consumers and marketing

INTERESTED ? Send your application and CV to [CFB\\_HRM@Thegbfoods.com](mailto:CFB_HRM@Thegbfoods.com)