



TRADE MARKETING 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).

The Trade Marketing Manager is also responsible for the **eCommerce strategy**. The mission is to build and nurture strategic retailer partnerships and leverage insights and capabilities to identify and develop new eCommerce opportunities with BE brick & click and pure players.

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
- Work closely with the marketing team to develop the **category plans** and ensure a successful execution by channel & customer
- 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
- Develop **concept sells** behind innovations and re-shelving opportunities
- Communication of the category plans and key priorities to the sales team (KAMs & field) in order to ensure the right execution

2. **Promotion calendar:** planning and follow up of the national promo plan (budget & execution) in close collaboration with RGM and KAMs

3. **Business reviews & Customer Business Plans:**

- a. Ensure that market, customer and shopper dynamics are evaluated and translated into customer business plans
- b. Work closely with the RGM in order to set the promo policy & pricing opportunities by category
- c. Develop the story telling to present the category & in-store plans to the trade and customize by channel & retailer in close collaboration with the KAMs



4. **Lead online category management** projects with retailers across GB Foods categories: leverage in-depth understanding of shopper and categories to recommend tangible ideas to grow the eCommerce business with BE retailers
 - a. Ownership and deep understanding of **eCommerce KPIs**, shopper and category trends to identify business opportunities
 - b. **Ecommerce capability building**: key contributor to raising the bar of eCommerce capabilities across the BE organization
 - c. Responsible to integrate the **RGM** and financial perspective to eCommerce

SOCIAL SKILLS AND SPECIFIC QUALITIES

- University degree (preferable Applied Economics, Commercial Engineer or Commercial Sciences) or equivalent through experience
- Solid experience in Category management. Experience in Key Account Management is a plus. Demonstrable record of success in delivering key commercial KPIs
- Good knowledge of the Belgian retail environment
- Entrepreneurial focus and strong strategic and analytical capabilities. Ability to analyze data and uncover insights to enable the right business decisions
- Ability to set a vision and motivate a multi-functional team
- Strong communication skills and good story teller
- Fluent in Dutch, French and English
- Experience within a FMCG environment, affinity with food is a plus.

INTERESTED ? Send your application and CV to CFB_HRM@Thegbfoods.com