Détail de l'offre : Retail Marketing Specialist- NPD & Trade

Partenaire	Beijing Andros company □□□□□□□□□□□□□
Adresse	Nankou Farm, Changping District
Ville	Beijing
Référence	22D1662430833
Titre	Retail Marketing Specialist- NPD & Trade
Description du poste	General Work Summary:

Responsible for retail marketing plan, execution and follow-up, as well as the product management and new products launch, report to National Marketing Manager.

Responsibilities□
1.□NPD: work with Retail marketing manager on new product development project, including new product, and current product optimize
2.□Consumer promotion: Implement retail market strategy, take responsibility of BTL activities for both imported and local brands, monitor and evaluate each promotion performance. Coordinate with sales team to ensure efficient implementation
3.□Trade promotion: Execute trade promotional plan based on sales and clients business development and requirements
4.□POSM development: Lead design of POSM/ display tools/ communication materials, guide and supervise the production and delivery.
5.□Data support: Responsible for analyzing internal sales data, gathering market intelligence information and writing regular marketing competitiveness reports.
6.□Budget management: Effective budget track and control
7.□Supplier management: Manage relevant event agencies for smooth activities execution. Manage supplier to deliver results on time and issue payment when necessary.
8.□Market visit and audit: Visit market periodically to check shelf display, terminal image, promotion execution etc. Feedback market findings to team

Type de contrat	Emploi
Métier	Commercial / Ventes
	Etudes/ R&D / Qualité
	Marketing / Webmarketing
	Organisation / Systèmes d'information
	Production / Fabrication / Contruction
Société	Andros
Description de la société	□□□□□□□□□□□□□□□□□□□□□□□100□□□□□□□□□□□□□□□□□□□□ □□□□□□□□□□□□□□□□□□□□□□□□□□□□□17□□□□□□□□□3
Localisation	Beijing
Pays	Chine
Profil recherché	Qualification &Requirements□

1.□Minimum 3-years FMCG marketing experiences with basic knowledge and insight of NPD and modern trade channel.
2.□Good communication skills and excellent execution capability. Quick learner and good team player with strong sense of responsibility
3.□Capability on data interpretation and analysis
4.□Can work under pressure and limited timing, with strong initiative and positive thinking
5.□College education level or above, fluent in oral and writing English. Familiar with Office software operation.
6.□English Language is preferred.

Expérience	Expérimenté (3-10 ans)
Secteur	Agriculture / Viticulture / Pisciculture
	Agroalimentaire
Langues	Anglais